

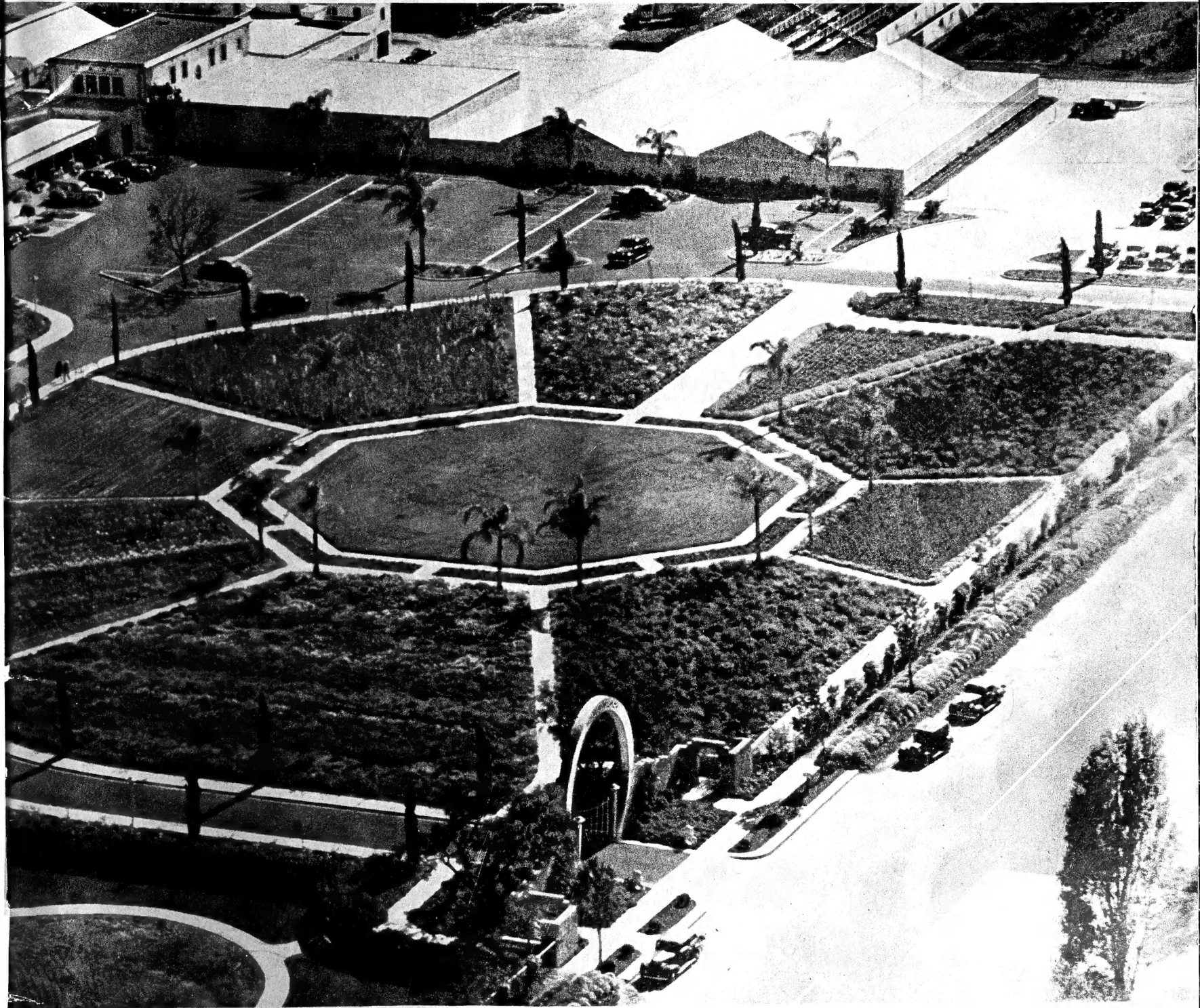
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



62.09

PAUL J. HOWARD'S *California Flowerland*



Open cover flat for full airplane view

SPRING and SUMMER PLANTING LIST 1941

11700 NATIONAL BOULEVARD

Los Angeles, California.



An Amazing Display In Our Beautiful Store

NOWHERE will you find such a beautiful display of vases, jardinières, bowls, figures in porcelain, glass, pottery and metal, and lovely gift articles from all over the world, and typical Californian potteries and artware for home decoration, for wedding, birthday, and holiday gifts. Visitors are enchanted with the beauty of this store, and freely comment on our comparatively lower prices. You will always find innumerable fascinating articles to take or send home to Eastern friends.

Here, too, is our complete Seed Department, where we packet our own fresh seed of finest strains, as demonstrated in our display gardens.

Garden Furniture designed for outdoor living, garden ornaments and equipment, bells, garden gloves and aprons, tools, insecticides and fertilizers, books on gardening, are a part of the complete garden merchandise to be had at

**PAUL J. HOWARD'S
California Flowerland**

11700 NATIONAL BLVD., LOS ANGELES

(See Map on back cover)

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

QUANTITY	DESCRIPTION	PRICE	TOTAL
	AMOUNT BROUGHT FORWARD		
	Postage		
	Sales Tax 3% in California No Tax out of California		
	Total		

CHECK YOUR ADDITION CAREFULLY

MESSAGE

Compute California State Sales Tax as follows:

1c to 14c no tax
 15c to 49c — 1c
 50c to 83c — 2c
 84c to \$1.16 — 3c
 \$1.17 to 1.49 — 4c
 1.50 to 1.83 — 5c
 1.84 to 2.16 — 6c
 2.17 to 2.49 — 7c
 2.50 to 2.83 — 8c
 2.84 to 3.16 — 9c
 3.17 to 3.49 — 10c
 3.50 to 3.83 — 11c
 3.84 to 4.16 — 12c
 4.17 to 4.49 — 13c
 4.50 to 4.83 — 14c
 4.84 to 5.16 — 15c
 5.17 to 5.49 — 16c
 5.50 to 5.83 — 17c
 5.84 to 6.16 — 18c
 6.17 to 6.49 — 19c
 6.50 to 6.83 — 20c
 6.84 to 7.16 — 21c
 7.17 to 7.49 — 22c
 7.50 to 7.83 — 23c
 7.84 to 8.16 — 24c
 8.17 to 8.49 — 25c
 8.50 to 8.83 — 26c
 8.84 to 9.16 — 27c
 9.17 to 9.49 — 28c
 9.50 to 9.83 — 29c
 9.84 to 10.16 — 30c

Add 1c tax for each 33c in amount.

Additional Order Blanks furnished on request.

NON WARRANTY:
 We give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

QUANTITY	DESCRIPTION	PRICE	TOTAL
	AMOUNT BROUGHT FORWARD		
	Postage		
	Sales Tax 3% in California No Tax out of California		
	Total		

CHECK YOUR ADDITION CAREFULLY

MESSAGE

Compute California State Sales Tax as follows:

1c to 14c	no tax
15c to 49c	1c
50c to 83c	2c
84c to \$1.16	3c
\$1.17 to 1.49	4c
1.50 to 1.83	5c
1.84 to 2.16	6c
2.17 to 2.49	7c
2.50 to 2.83	8c
2.84 to 3.16	9c
3.17 to 3.49	10c
3.50 to 3.83	11c
3.84 to 4.16	12c
4.17 to 4.49	13c
4.50 to 4.83	14c
4.84 to 5.16	15c
5.17 to 5.49	16c
5.50 to 5.83	17c
5.84 to 6.16	18c
6.17 to 6.49	19c
6.50 to 6.83	20c
6.84 to 7.16	21c
7.17 to 7.49	22c
7.50 to 7.83	23c
7.84 to 8.16	24c
8.17 to 8.49	25c
8.50 to 8.83	26c
8.84 to 9.16	27c
9.17 to 9.49	28c
9.50 to 9.83	29c
9.84 to 10.16	30c

Add 1c tax for each 33c in amount.

Additional Order Blanks furnished on request.

NON WARRANTY:

We give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND Special Flower Seed List for Spring and Summer

PLANTING AND BLOOMING DATES REFER TO CALIFORNIA CONDITIONS

AGERATUM

Sow until August 1st. Blooms in six weeks.

AGERATUM. Floss Flower. Favorite bedding and border plant, blooming nearly the year round. Easily raised from seed either in fall or in spring.

Blue Perfection. 9 inches. The deepest blue bedding variety. Packet 15c.

Midget Blue. Very dwarf, with delicate fine foliage. True ageratum blue flowers. Uniformly dwarf and true to color from seed. Packet 25c.

ARCTOTIS

Can be planted at any time. Blooms all winter in California.

NEW ARCTOTIS HYBRIDS

Another of the lovely flowers from South Africa. The showy daisy-like flowers come in brilliant colors, orange and bronzy red shades predominating, but also lovely shades of rose, cream, yellow, and salmon. Of easy culture and great beauty, blooming for a long season. Packet 25c.

ASTERS

Sow until July 15th for summer and fall blooming.

GIANT CRECO WILT RESISTANT ASTERS

RE-SELECTED STRAIN. One of the most beautiful varieties, with huge double flowers of the Comet type, the petals being curled and twisted. Plants are strong, about 2½ feet tall, well branched, and produce their blooms on long straight stems, about mid-September. Our seed has been re-selected for vigor, wilt-resistance, and lovely colors.

Cattleya, Fine lavender.	Royal Purple
Deep Rose	Shell Pink
Peach Blossom	White

Mixed Colors. Price: Pkt. 25c.
Collection: 5 packets for \$1.00

SUPER GIANT ASTERS

(Wilt Resistant)

This is the largest and most fully double Aster grown, the flowers being 6 inches across, full petalled, and of the ostrich feather type.

EL MONTE. Giant flowers of fine rich crimson.

LOS ANGELES. Soft shell pink, blending to cream pink at center.

Price: Pkt. 25c.

GIANTS OF CALIFORNIA ASTERS

Immense fluffy flowers, with delicately curled and twisted petals, produced on long stiff stems, with no side stems. Plants grow 2½ to 3 feet tall, with fine foliage. One of the very best for bedding and for cut-flowers.

Light Blue	Pale Pink
Light Purple	Peach Blossom
Dark Purple	Deep Rose
White	Mixed Colors

Price: Pkt. 25c; 5 packets for \$1.00.

GIANT CALIFORNIA SUNSHINE ASTERS

Fascinating flowers, 4-5 inches across, composed of a single row of broad outer petals surrounding a center disc of unique, quill-like golden yellow petals. Plants grow 2 to 3 feet tall, and bloom in September.

Rose	Light Blue
Pink	Purple
Lavender	White

Mixed Colors
Price: Pkt. 25c.

SINGLE GIANTS OF CALIFORNIA ASTERS

Beautifully formed flowers, resembling giant Shasta Daisies, on strong stems. Much branched plants, splendid for the garden and for cutting.

Light Blue	White
Rose	Purple
Mixed	

Price: Pkt. 15c; 5 packets for 75c.

CALENDULAS

Sow from August 1st on, for winter and spring bloom.

CALENDULAS. Pot Marigolds. Easily grown, free flowering annuals, showy for bedding and favorites for cutting.

Orange King. Bright orange with dark eye. Packet 10c.

Lemon Queen. Packet 10c, oz. 50c.

Ball's Gold. Very large deep golden yellow, dark center. Packet 15c.

Campfire. Extremely large flowers of deep orange, with scarlet sheen, long stemmed. Packet 15c.

Chrysantha. Buttercup yellow flowers with incurved petals loosely arranged, giving the effect of a chrysanthemum. Packet 15c.

Orange Sunshine. Chrysantha type flowers of bright orange. Packet 15c.

Orange Fantasy. Coppery orange, petals edged mahogany red. Packet 15c.

Yellow Colossal. Extra large flowered chrysantha type, very free bloomer. Packet 25c.

CELOSIA

Sow until August 15th. Comes into bloom quickly, giving brilliant color effect until cold weather.

CELOSIA PLUMOSA. Feathered Celosia or Cockscomb. Showy annuals of distinction, bearing tall plummy flowerheads of brilliant colors. For massing in borders and for cut-flowers.

Crimson, Yellow, Mixed. Packet 15c.

Pride of Castle Gould. An extra select strain of bright colors in the Plummy Cockscomb. Mixed Packet 15c.

CHINESE WOOLFLOWER. Celosia Childsii. Plants grow like those of the plummy Cockscomb; 2 to 3 feet high, with many branches, each terminating in a large flower head like a ball of woolly yarn. Crimson, Rose, Yellow, and Mixed. Packet 15c.

CELOSIA CRISTATA. Crested Cockscomb. Dwarf Empress. Dwarf plants with dark foliage, about 1 foot high, rich crimson flower heads of large size. Packet 15c.

ROYAL VELVET. Flower heads of deep velvety red, bronze green foliage. Packet 15c.

CENTAUREA

Sow from July 15th on for winter and spring blooming.

CENTAUREA cyanus. Bachelors' Buttons. Favorite annuals, growing in any garden soil. We offer the giant double flowered strain, with more vividly colored flowers. Blue, Rose, Mixed. Packet 10c.

CENTAUREA Imperialis. Sweet Sultans. Beautiful flowers of thistle-like form, sweetly scented, produced on long straight stems, lovely for cutting. Lavender, Rose, White, and Mixed Colors. Packet 15c.

CENTAUREA Staveolens. Yellow Sweet Sultans. Bright yellow flowers of exquisite form, slightly smaller than those of the Imperialis strain, fragrant and lovely for bouquets. Packet 15c.

CHIERANTHUS

Sow July 15 on for winter and spring flowers.

CHIERANTHUS. Allioni. Siberian Wallflower. A border or bedding plant with most dazzling fiery orange blossoms imaginable, borne on spikes about one foot high. Packet 15c.

CHRYSANTHEMUM

Sow until July 15 for winter and spring flowers.

CHRYSANTHEMUM. Annual Summer "Mums" or Painted Daisies. Bushy plants resembling Marguerites, with daisy-like flowers in many colors, with contrasting zones and centers. Easily grown, free-flowering, and splendid cutflowers.

Eldorado. Golden yellow with dark eye. Packet 15c.

Tricolor, Finest Mixed. Shades of yellow, bronze, scarlet, copper, rose, and purple. Packet 15c.

Double Annual Chrysanthemums. Showy and effective cutflowers that last well in water. White, Yellow, Purple, Scarlet, and Mixed. Packet 15c.

PRIZE CINERARIAS

Sow from August first on. Keep plants protected from the sun.

Our prize strains of Cinerarias are without a peer for glorious color and the huge size of their blossoms, which are borne in immense heads above compact, shapely plants. There is no other flower which will so brighten a shady place in spring.

PAUL J. HOWARD'S PRIZE. Besides our unequalled mixture of gorgeous colors we put up the seed of these in separate color shades. Pink and salmon shades, crimson and red shades, blue shades, and mixed. Packet 50c.

PAUL J. HOWARD'S PRIZE. NEW ZONAL TYPE. A mixture of the large flowered type with light eye or zone in the center of the flower. Packet 50c.

STELLATA AND CRUENTA HYBRIDS. Star Cineraria. Profuse clusters of starry flowers on tall growing plants. Splendid in the background. Packet 25c.

COSMOS

For early summer flowering or for planting in fall for winter flowering choose early varieties. The late varieties make larger plants and are best for late summer and fall flowering.

EARLY MAMMOTH. Fine large flowers, crimson, pink, white, or mixed. Packet 10c.

EXTRA EARLY DOUBLE. Crimson, pink, white, mixed. Packet 25c.

LATE DOUBLE CRESTED. Pink, crimson, white, and mixed. Packet 25c.

COSMOS SENSATION. The flowers are mammoth in size, 4 to 5 inches in diameter, with broad, fluted petals carried on very long stems. It is extremely early flowering, blooming in ten weeks from the time of seeding. In mixture only, containing shades of white, rose and pink. Packet 25c.

COSMOS Klondyke Orange Flare. Very early. The color is the same vivid orange of the ordinary variety Klondyke. Packet 25c.

DELPHINIUM

Summer sowings make large blooming plants in early spring, followed by plentiful summer bloom.

California Flowerland Pacific Giant Hybrids

Magnificent towering spikes of marvelous beauty, made a wonderful display last summer at California Flowerland. From the finest plants in these flower beds, our seed was selected, in separate colors and color blends.

Deep Blue Shades.

Medium Blue Shades.

Light Blue Shades.

Lavender Pastels, including Pink Tones.

Violet Shades.

Giant White.

Pkt. of 100 seeds, 50c; 250 seeds, \$1.00.

GAILLARDIA

Seed may be sown the year round. Flowers available for cutting.

GAILLARDIA, Paul J. Howard's Double Annual Gaillardias. Very fluffy, large double flowers in the richest shades of orange, salmon, rose, scarlet, maroon, gold and yellow, mixed. Packet 15c.

Indian Chief. Single flowers of rich bronze mahogany. Packet 15c.

CODETIA

Sow July 15th on for winter and spring cut flowers.

CODETIA, Gay, showy annuals especially suited to half-shady locations. They have become deservedly popular as cutflowers because of their lasting qualities and bright, azalea-like flowers.

Duke of York. Single flowers of crimson with white center. Packet 15c.

Kelvedon Glory. New. Glowing salmon orange. Semi-dwarf, fine for bedding. Packet 15c.

Delicate. Semi-dwarf plants covered with masses of rose pink single flowers, shading to bluish pink. Packet 25c.

Dwarf Double, Mixed Colors. Packet 15c.

Tall Double, Mixed Colors. Packet 15c.

GERBERA

Sow seed in spring and summer. Transplant to open ground when plants are well developed.

California Flowerland New Hybrids

TRANSVAAL DAISIES. Showy plants, ideal for the border and splendid for cutting, blooming summer and winter. Very large, graceful flowers on long stems, with long narrow petals surrounding the center discs, which are sometimes of contrasting color. All shades of crimson, rose, coral, orange, yellow and cream are included in the color range. For a sunny, well-drained situation, there is no perennial more showy. Packet of 35 seeds, 25c; 100 seeds, 60c.

GAZANIA

Sow seed of this perennial any time of year.

HOWARD'S NEW EVERBLOOMING PADRE HYBRIDS

A wonderful new everblooming strain of this showy flower, the result of six years' selection by Mr. Edward A. Howard. Beds of these Gazanias were in bloom constantly for 40 months in the Palisades Park in Santa Monica.

The flowers are twice the size of ordinary Gazanias, and range from cream, buff and yellow shades to deep orange, salmon, rose and maroon, some oddly marked and zoned with olive green, brown or cinnebar red.

Gazanias require an open sunny position with good drainage, plenty of water, and occasional applications of fertilizer, to produce the finest flowers. Packet 35c.

LARKSPUR

Sow from July 15th on, for winter and spring bloom.

LARKSPUR, Cockade Type. An improved strain of the base branching Giant Imperial Larkspur, producing a more symmetrical plant, with taller flowering spikes and closer spaced double florets. Showy and beautiful for massing in the garden, and exquisite for cutting.

Blue Cockade. Rich lilac-blue.

Cinnebar Cockade. Brilliant rose.

Rose Cockade. Salmon rose.

Pink Cockade. Light salmon pink.

Sapphire Cockade. Deep lilac.

Violet Cockade. Rich violet purple.

White Cockade. Pure white.

Cockade Mixed. A balanced mixture consisting of the above named varieties.

Price: Packet 25c, 5 packets for \$1.00.

LINARIA

Sow any time after July 15th, for winter and spring bloom.

LINARIA, Baby Snapdragons. Pretty annuals with small dainty flowers resembling miniature Snapdragons. Attractive in the border and nice for cutting.

Maroccano Hybrids, Mixed. Bright colors, crimson and rose shades, gold and blue. Packet 10c.

MIGNONETTE

Sow almost any time; blooms best in cool weather.

MIGNONETTE. Prized for its fragrance. Ours are the finest florists strain, for cut flowers.

Machet Golden. Rich yellow.

Machet Goliath. Large red spikes.

New York Market. Unusually large spikes of bloom, creamy white and gold.

Price: Packet 15c.

MARIGOLDS

TALL AFRICAN MARIGOLDS

Sow the Tall African Marigolds any time to July 15th, for summer and fall flowers.

DOUBLE FISTULOSA

An especially fine tall branching strain, with plants growing 3 feet high, and bearing huge, double quilled flowers 4 to 5 inches across. Very free flowering, beautiful for massing and cutflowers.

GOLDEN EMBLEM. Clear golden yellow, midway between lemon yellow and orange. Packet 15c.

ORANGE, All Double.

LEMON, All Double.

MIXED, All Double.

Price: Packet 25c.

FRAGRANT CARNATION FLOWERED MARIGOLDS

An early flowering type, 2 to 2½ feet high, of pyramidal habit, producing flowers 2 to 2½ inches across, with broad, loose petals, sweetly fragrant.

GUINEA GOLD. Fine golden orange flowers with ruffled petals. Packet 15c.

ORANGE SUPREME. Packet 15c.

YELLOW SUPREME. Packet 15c.

CHRYSANTHEMUM FLOWERED MARIGOLDS

Early flowering, bearing flowers of several distinct types, some with quilled and incurved petals, others flat-petalled, all on long stems, fine for cutting.

GOLDSMITH, 1941 All-American Selection. Giant golden orange flowers, very full and double. Strong bushy plants, 3 to 4 feet high, free flowering and early. Packet, 25c.

AMERICAN BEAUTY ORANGE. Packet 25c.

AMERICAN BEAUTY YELLOW. Packet 25c.

CROWN OF GOLD. Entirely new and different type of flowers, having a cushion center made up of slender interlaced petals, surrounded by broad ray petals, of a vivid self-orange, fragrant. Plants are free flowering, about 2½ feet high, and the foliage is free of the usual pungence. Packet 25c.

SUNSET GIANTS. The largest flowering of all Marigolds, the blossoms averaging 5 inches across, some attaining a size of 7 inches. Flowers are fragrant, loosely formed, very full centered, with broad, heavy petals gracefully overlapping. They range in color from deep golden orange, golden yellow, light yellow to primrose yellow. Packet 25c.

AFRICAN MARIGOLDS, CALIFORNIA FLOWERLAND MIXED. A choice mixture of the tall giant flowered sorts, in all shades of yellow and orange. Packet 15c.

DWARF FRENCH MARIGOLDS

The Dwarf French Marigolds may be sown for either summer or winter blooming. Early Harmony, Early Golden Ball, Lemon Ball, and Tagetes Signata Pumila are excellent winter bloomers.

The Dwarf French Marigolds are symmetrical plants of dwarf, compact habit, with a wide range of colors. They have a long blooming season, and are splendid for borders and edgings.

POT O' GOLD. Dwarf Gigantea Type, and the earliest Marigold to bloom, free flowering over a period of 7 to 8 weeks. Huge golden orange flowers with broad overlapping petals, on strong stems. Packet 35c.

SCARLET GLOW. All-American Award for 1941. The largest and brightest red Dwarf French Marigold. Flowers are bronzy red, some shaded russet and gold. Compact plants. Packet 25c.

SPRY. Littleput French type, extra dwarf and compact, 9 inches high. Early, very free flowering, with flowers of bright orange-yellow, crested in the center, and surrounded by broad outer petals of maroon. Blooms in 9 weeks from seed. Packet 25c.

EARLY HARMONY. Charming and distinct type, with scabiosa-formed flowers having an orange crest and collarette of broad, velvety maroon petals. Plants are dwarf, compact, and extremely free flowering. Packet 15c.

EARLY GOLDEN BALL. All Double. Compact rounded plants, useful for edging or pot plants, with double showy flowers. Packet 15c.

EARLY LEMON BALL. All Double. Like Golden Ball, with flowers of soft light yellow. Packet 15c.

DWARF DOUBLE MIXED. All shades of yellow, orange, and brown. Packet 10c.

SINGLE FRENCH MARIGOLD—Legion of Honor. Single, golden yellow flowers marked with brown at the base of each petal. Packet 10c.

SINGLE FRENCH MARIGOLD—Diadem. Showy single flowers of mahogany red, edged with gold. Packet 10c.

MINIATURE MARIGOLD

TAGETES SIGNATA PUMILA. Packet 15c.

SNAPDRAGON—Antirrhinum

Sow seed from July 15th on, for winter and spring bloom. Additional sowing may be made at any time of the year.

Magnificent showy bedding plants, easily raised from seed, blooming from mid-winter until summer. They are splendid for massing in borders, and unexcelled as cutflowers.

We offer only the Rust Resistant strains, in the various types of Snapdragons, in a marvellous range of colors.

ROSALIE. Rust-resistant Super Maximum type, with very large flowers, beautifully spaced on the spikes. The color is intense rose-pink, with deeper center, suffused with gold. Plants have strong central stem, with ten to twenty lateral spikes, especially fine for cutting. Packet 25c.

MAXIMUM TYPE (about 1 feet tall)

Alaska. Snowy white.
Campfire. Luminous scarlet.
Canary. Bright yellow.
Cattleya. Beautiful orchid color.
Copper Shades. Including deep coppery orange and almost every possible coppery shade.
Crimson. Fiery crimson.
Fair Lady. Pearly pink.
Indian Summer. Velvety orange-scarlet.
Loveliness. Soft rose.
Salmon Pink shades.
Salmon Rose shades.
Finest Mixed of above.

Prices of Maximum Snapdragons: Packet 25c. Five packets for \$1.00.

SUPER-MAJESTIC TYPE (1 1/4 to 2 ft.)

A magnificent group, with usually fine flower spikes, for bedding and cutting.

Autumn Glow. Old rose suffused amber.
Dainty. Soft pink.
Harmony. Terra cotta and yellow shaded rose.
Orange Shades. Rose, overlaid golden orange.
Red Shades. Crimson, garnet and ruby.
Rose Shades. Shades of rich begonia-rose.
Shasta. Pure white.
Shell Pink Shades.
Silver Pink.

Superb mixture of above and other colors. Prices of Super-Majestic Snapdragons: Packet 25c. Five packets for \$1.00.

DWARF MAGIC CARPET. A new dwarf or Tom Thumb variety of creeping habit, growing only six to eight inches tall, with masses of short flower spikes of soft pink, salmon, and orange-rose colors. Lovely for the foreground of a border planting, and for rock gardens. Packet 25c.

TEXAS LACE FLOWER

Sow from July 15th on, for winter and spring bloom.

TEXAS LACE FLOWER. Large heads of lacy white flowers borne on long stems. Plant of branching habit three feet high. Fine for cutting. Packet 15c.

TITHONIA

Sow up to July 15th, for fall blooming.

TITHONIA speciosa. Mexican Sunflower. Brilliant orange-vermilion flowers, resembling large single Dahlia, reputed to be one of the flowers of the Aztecs. Plants grow tall and stately, to 6 feet, with heavy dark green foliage, blooming in the fall. Packet 25c.

Fireball. Showy new variety, with dazzling orange-scarlet flowers. Packet 25c.

VIOLA

Sow seed the Pansies.

VIOLA CORNUTA. Tufted Pansies. These charming Violas produce a lovely display of color from late fall until midsummer, and unequalled for bedding and borders.

Perfection. Porcelain blue.
White Perfection. Pure white.
Chantrelaud. Pure apricot.
Arkwright Ruby. Ruby crimson.
Lutea Splendens. Bright golden yellow.
Papilio. Light blue, white lower petal.
Papilio, Dark. Deep violet, white lower petal.
Mixed Violas. Shades of blue, yellow, and apricot.

Price of above: Pkt. 25c.

CALIFORNIA FLOWERLAND ORCHID FLOWERED

WINTER SWEET PEAS

Make the first sowing about July 15th. Follow at two months' intervals for continuous season of bloom. Winter Sweet Peas flower about three months after sowing.

A superior highly perfected strain of the winter Spencer type, noted for the large size of its wavy blossoms, the extra number of flowers on each stem, longer stems, clearer colors, and fragrance.

AMERICAN BEAUTY. Crimson rose.
AMETHYST. Royal purple.
AVIATOR. Dazzling crimson scarlet.
BACCHUS. Rich deep red maroon.
BALL ORANGE. Bright orange.
BLUE BONNET. Clear deep blue.
BRIDESMAID. Large silvery pink.
CATTELYA. Rich lilac, waved and ruffled.
EILEEN. Salmon rose.
EMERALD BLUE. Delphinium blue.
EXPOSITION PINK. Rich clear pink.
FRAGRANCE. Clear lavender, very fragrant.
GLITTERS. Fiery cerise.

GRENADIER. Bright scarlet.
IMPE. Mammoth pure white.
JOSIE. Deep rose pink. Largest and longest stemmed Sweet Pea in cultivation.
LAVANDA. Large pure lavender.
ORIENTAL. Deep cream.
RAMONA. Luminous coral rose, yellow and pink shading.
SEQUIA. Golden salmon.
SHIRLEY TEMPLE. Soft rose pink.
SUSANNA. Sparkling carmine red.
SWIFT BIAN. Mammoth rose pink.
WHITE HARMONY. Large pure white.

Prices of All Early Flowering Sweet Peas: Pkt., 15c; 1/2 oz., 35c; oz., 65c. Collection—Any 6 packets for 75c.

Paul J. Howard's California Flowerland Mixture of Early Flowering Sweet Peas Pkt., 15c; 1/2 oz., 35c; oz., 65c.

VIRGINIA STOCKS

Sow seed from September first on. Plants bloom in a few weeks.

VIRGINIA STOCK. *Malcolmia maritima.* Pretty low-growing annuals, 8 inches high, for low borders or for covering bulb beds. Small bright flowers resembling stocks are produced over a long season. Red, Rose, White, and Mixed. Packet 15c.

WALLFLOWER

Sow seed from September first on. Plants bloom in a few weeks.

WALLFLOWER. Early Annual, with double flowers, sweetly scented, in rich shades of yellow, gold, and brown. Blooms in 3 months from seed. Packet 15c.

ZINNIAS

Zinnias may be planted late August first, and will flower freely before cold weather.

HOWARD'S NEW GIANT CRESTED ZINNIA

A sensational new strain, with flowers 4 to 5 inches across, the full rounded cushiony center surrounded by broad-flat petals. Colors charmingly bright and fresh, in rich shades of orange, scarlet, yellow, maize, and crimson. These new Crested Zinnias are perfectly beautiful for cutting, and equally effective for massing in the garden. Mixed colors only. Packet 35c.

CALIFORNIA FLOWERLAND GIANT PASTEL SHADES

Our own selection of giant flowered sorts, midway between the Dahlia Flowered and California Giants to type, with flowers 5 to 5 1/2 inches in diameter. Strictly pastel mixture, it contains a wide range of delicate shades, including Soft Yellow, Cream, Old Gold, Light Pink, Apricot, Salmon, and White. Exquisite for cutting, and delightful for garden decoration. Packet 25c.

GAILLARDIA FLOWERED NAVAJO ZINNIAS. California Flowerland Selection. Lovely medium sized flowers, double and semi-double, with long narrow petals, some of which are incurved and fluted, and the most interesting color effects of all Zinnias. The petals tipped white, cream, pale yellow, and the colors brilliant—lilac, lavender, rose, pink, crimson, orange and yellow. Packet 25c.

GIANT DAHLIA FLOWERED ZINNIAS

This is the original true strain of this finest of all Zinnias. The mammoth flowers are often 6 inches across and 3 to 4 inches in depth and similar in form to a double decorative Dahlia.

ROSEDALE. Shades of rose and salmon.
LUMINOSA. Enormous. Bright salmon-rose.
GOLDEN DAWN. A beautiful golden yellow.
OLD GOLD. Light and dark shades of old gold.
CANARY BIRD. Delicate primrose yellow.
CRIMSON MONARCH. Largest of the reds.
DREAM. Light and deep lavender.
EXQUISITE. Light rose with deep rose center.

GOLDEN STATE. Orange-yellow shading to burnt orange.

ILLUMINATION. Brilliant Tyrian rose.
OLD ROSE. Soft old rose color.
ORIOLE. Orange and gold.
POLAR BEAR. Pure white.
PURPLE PRINCE. Deep purple.
SCARLET FLAME. Bright scarlet.
WILL ROGERS. Brilliant scarlet red.
SPECIAL DAHLIA FLOWERED MIXTURE. Containing all of the above varieties.

Price: Packet 15c. Collection: 6 packets of any of the above Zinnias 75c.

FANTASY. A strain of bedding Zinnias, medium tall, bearing lovely shaggy flowers, with the petals twisted and rolled. The flowers of medium size, intensely bright in color, and lovely for bouquets.

Stardust. Golden yellow shaggy flowers.
Fantasy Mixed. Colors include brilliant reds, yellow and orange, as well as pastel shades of rose, pink and white.
Price: Packet 15c.

DWARF ZINNIAS

ZINNIA Pumila—Picotte Delight. Plants and flowers are of medium size, splendid for flower beds and cutting, growing about 20 to 30 inches tall. The flowers have ruffled and curled petals, most of which tipped gold or picotted.

Salmon Rose. Pretty soft rose shades.
Mixed Colors. Finest mixture of florists' shades. Packet 15c.

ZINNIA Pumila, Double Cut-and-Come-Again. The double, medium-sized flowers are perfect for floral arrangements, with nice long stems. Plants are compact, about 18 inches tall, free-flowering over a long season, nice for borders and edgings. The color is an exquisite salmon rose. Packet 15c.

LILLIPUT ZINNIAS

Pretty little pompon Zinnias greatly in vogue for borders and for small bouquets. Plants are compact, free flowering, with long stems.

BLACK RUBY. Deep velvety maroon red. Miniature flowers on long straight stems. All America Selection for 1941. Packet 25c.

Canary yellow
Flax pink
Orange
Rose
Salmon
Scarlet
White
Mixed Colors.
Price: Packet 15c.

ZINNIA LINEARIS

The showiest dwarf bedding plant we know, in bloom continuously, the small compact plants being covered with little single orange flowers, dark-centered, each petal marked with a light lemon yellow stripe. The plants bloom at least ten weeks from the time of sowing until late in fall. Flowers will last two weeks in water. Packet 25c.

ZINNIA HAAGEANA. A fine edging variety, each plant being literally covered with small double flowers, showing great variation of color. Mixed. Packet 15c.

PERENNIAL Flowering PLANTS

The Perennial plants which live from year to year play a most important part in colorful gardens. They form the permanent, or nearly permanent background of the borders, beds, and marginal plantings, making gardens that increase in interest and beauty with every year, and change their aspect with every change of season.

Perennials should be planted in groups or masses, at least three of one variety or color, for the showiest effects in the garden, and for sufficient cut flowers for interior decoration. Paul J. Howard's Perennials are pot-grown, or field grown, according to season. We are constantly adding new varieties to our splendid list.

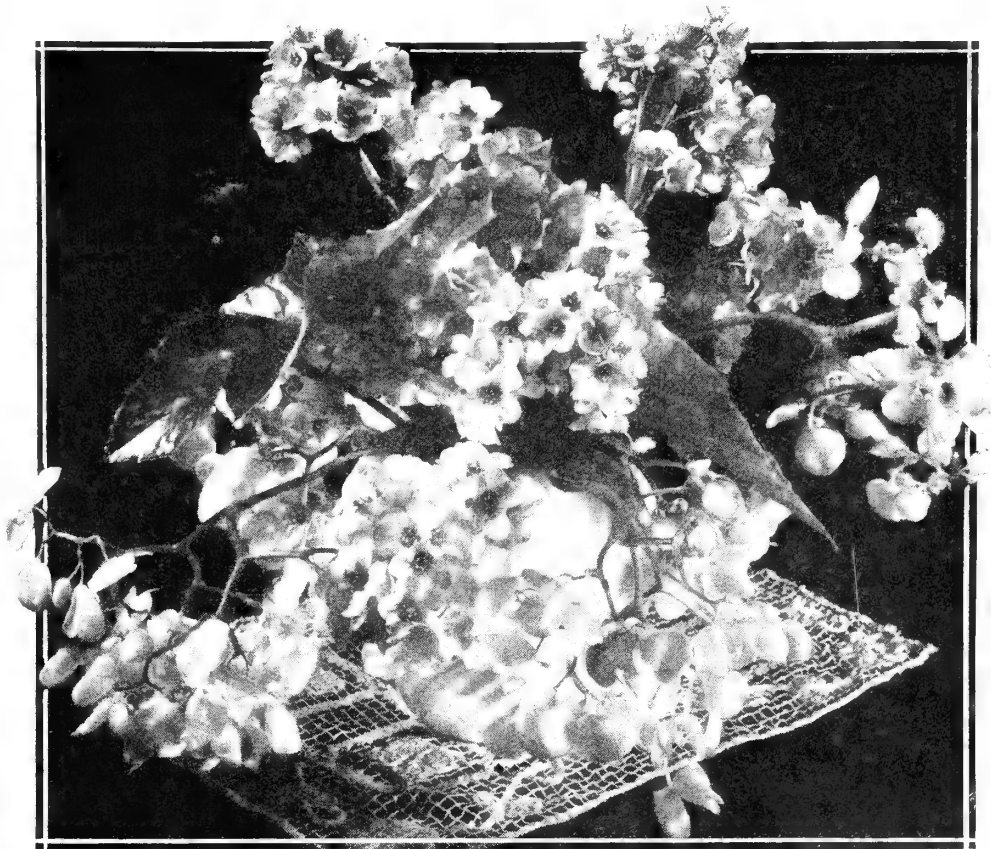
Quantity Discounts

Except where quantity rates are quoted the following discounts apply:

10% discount for ten or more of one kind.
20% discount for fifty or more of one kind,
or 100 plants in assortment of 25 or more of a kind.



JAPANESE ANEMONE



SAXIFRAGA

Photographed on Christmas day, the flowers are lovely rose-pink Saxifraga blooms, which are produced in abundance in mid-winter in valuable plants to grow in shaded beds. See page 25.

Acanthus

ACANTHUS MOLLIS. Handsome decorative plant that inspired the classic Greek leaf design used in architecture. Its large, deep green glossy leaves, deeply lobed, and tall spikes of curious slate colored flowers, make it most effective in landscape design, in shade or sun. 2½ inch pots, each 15c; 1-gallon containers, 40c.

Agathea

AGATHEA COELESTIS. Blue Daisy. Pretty little dwarf evergreen plants, almost everblooming, being covered with small sky-blue daisy-like flowers, yellow centered. Fine for borders, edgings and the rock garden, blooming winter and summer, in sun or half-shade. 25 for 90c; 100, \$3.50; 4-inch pots, each 25c.

Ajuga

Useful ground cover for shady positions, under trees and in places where grass will not grow.

AJUGA REPTANS. Grows three or four inches high, very spreading in habit, with dense foliage of deep glossy green, and dark blue flowers. In flats of 100 plants, \$2.50.

Japanese Anemones

WINDFLOWERS

(*Anemone japonica*)

Japanese Anemones are among our most valuable perennials, blooming as they do from August into winter, and preferring shady situations where so many plants will not thrive. Our California Flowerland selected strain produces larger flowers of waxy texture; the plants are more vigorous and free flowering, with fine deep green glossy foliage. They make beautiful beds in the shade, and the flowers are exquisite for cutting.

CRESTED PINK. Lovely pink flowers, the centers composed of small petals, surrounded by rows of large graceful outer petals.

QUEEN CHARLOTTE. Graceful semi-double flowers of La France pink.

WHITE QUEEN. Perfectly formed flowers of pure white, with golden yellow center.

Price of the above Anemones: 1-gallon containers, each 40c.

Anchusa

ANCHUSA MYOSOTIDIFLORA. A beautiful low growing border plant, 10 to 12 inches high, with large smooth heart-shaped leaves of deep green and long graceful sprays of small forget-me-not flowers of rich bright blue. Very hardy and free flowering, succeeding in rich garden soil, in full sun or partial shade. 4-inch pots, each 35c.

Aquilegia

COLUMBINE

CALIFORNIA FLOWERLAND LONG SPURRED HYBRIDS. A grand strain, producing very large flowers with long graceful spurs, in the most exquisite pastel colors imaginable.

Pink Shades, Blue Shades, Red Shades, Yellow and Mixture of all colors.

AQUILEGIA LONGISSIMA. Pure golden yellow blossoms, with spurs twice as long as those of other varieties. Price, all varieties: Plant and pots, 3 for 25c; 25 for \$1.25; 1-gallon containers, each 35c.

Arenaria

(SANDWORT)

ARENARIA MONTANA. A pretty creeping moss-like plant covered with tiny white flowers. The foliage is a bright green. Especially adapted to planting between stepping stones or to make a carpet of green like a lawn. It requires no cutting to keep it low. In flat boxes which can be divided into about a hundred pieces, \$2.00.

Artemisia

SILVER KING. Striking white leaved plant, giving the effect of bright frosted silver. The opening leaf buds gleam like tiny beads. The sprays of foliage are interesting in floral arrangements. Each 35c.

MAIL ORDERS

Because of the expense of packing, no mail orders for plants for less than \$1.00 can be accepted. Plants are sent by express at purchaser's expense. They are carefully packed to reduce transportation charges and to arrive in perfect condition.



NEW ARCTOTIS HYBRIDS

Perennial Asters

OR MICHAELMAS DAISIES

Fall flowering Hardy Asters or Michaelmas Daisies are among the showiest of our late flowering hardy plants, giving a wealth of bright bloom in late summer and fall, when most other perennials are past blooming. They grow strong and bushy, from two to five feet high, according to variety, covering the plants with their profuse and constant bloom. For best effect, Hardy Asters should be planted in masses, using at least three plants of one variety.

They grow freely in any good garden soil, in a sunny position, often flowering in the summer, and when cut back, produce a continuous mass of bloom again in late summer and autumn.

CLIMAX. Large pyramidal spikes of bright lavender blue flowers; one of the best and showiest, very free flowering and a good cut flower. Each 35c.

BEECHWOOD CHALLENGER. This is the closest shade to red in Michaelmas Daisies, being a bright rosy crimson. Free flowering, of medium height, and very showy in the border. Each 50c.

VIOLETTA. Large flowers of violet blue, covering the stalk from base to top; extremely free flowering and showy. Each 50c.

DWARF PERENNIAL ASTER

WARTBURG STAR. A beautiful spring and summer flowering Aster for the border. Large flowers 2 to 3 inches across, of deep lilac blue, with brilliant orange centers, are produced on strong 12-inch stems, splendid for cutting. A recent introduction that is worthy of a place in every garden. 3 inch pots, each 20c; 1-gallon containers, each 35c.

Aster Frikarti

WONDER OF STRAFA

We know of no finer hardy perennial than this lovely Aster. In California it is nearly everblooming, producing masses of showy sprays of large daisy-like flowers from spring until mid-winter. Flowers are large, of heavy texture, with stiff petals of bright lavender blue, yellow centered, and splendid for cutting. Plants are shapely and compact, about two feet high, with neat dark green foliage, and may be grown in pots for porch or patio decoration. They thrive in ordinary soil, in sun or half-shade. 3-inch pots, each 25c.

Arctotis

NEW ARCTOTIS HYBRIDS. A lovely daisy from South Africa of great beauty and easy culture, blooming over a long season. Flowers are showy and brilliant, in a wide range of colors, orange and bronze red predominating, but also including shades of rose, salmon, cream and yellow. Price, mixed colors, 3 for 25c; 25 for \$1.25; 4-inch pots, each 25c.

Baileya

DESERT MARIGOLD

BAILEYA MULTIRADIATA. A native of the desert region of Eastern California and Arizona, this is one of the most attractive plants of recent introduction. It is a dense, low growing, white woolly herb, bearing large golden yellow daisy-like flowers, often nearly two inches across, on stems about a foot high. It thrives under the most adverse conditions of heat and poor soil, and blooms continuously. Interesting for the rock garden, sunny hillsides, and for hot dry situations in the border. 2½ inch pots, each 25c.

Begonia

EVERBLOOMING BEGONIAS are without an equal for bedding, low borders and edging. The flowers are of the brightest colors and are borne in great profusion continuously. Of greatest value in shady beds and borders, and as pot plants.

SNOW. Pure glistening white blossoms and bright green foliage that does not darken when planted outdoors, nor do the flowers turn pinkish, as do other white varieties.

TAUSENSCHÖEN. Lovely compact growing variety that is always covered with masses of bloom of clear pink.

Price of the above: 2½-inch pots, each 15c; 3-inch pots, each 20c; 4-inch pots, each 35c and 50c.

CHRISTMAS CHEER. Very fine brilliant scarlet.

CARMEN. Bright rose flowers in clusters well above the deep bronze purple leaves, which are so beautiful as to warrant growing for the foliage alone. Extremely free flowering, the blossoms contrasting beautifully with the foliage. An outstanding variety for pot plants or for group planting.

LUMINOSA. The most popular red-flowering Begonia for borders. Bronze foliage.

DWARF LUMINOSA. Compact form of above.

PRIMA DONNA. Brilliant clear pink, shading to rose. Strong tall growing plants.

Price: Plant Band Pots, 3 for 25c; 25 for \$1.25; 3-inch pots, each 15c; 4-inch pots, each 35c.

NEW DOUBLE EVERBLOOMING BEGONIA

The most outstanding and beautiful novelty in Begonias. Compact plants with glossy deep green foliage which sets off perfectly the masses of extremely double flowers that are small replicas of the flowers of the double tuberous Begonias. Blooms continuously; very showy and striking ■ pot plant.

Two varieties, **Geneva Rose, rich rose, Geneva Red, brilliant scarlet.** Price: 3-inch pots, each 50c; 4-inch pots, each 75c.

Cerastium

CERASTIUM TOMENTOSUM. Snow in Summer. Low growing plants having silvery foliage and masses of small white flowers in spring. For edgings and borders, and massing in sunny places. 2¼-inch pots, each 10c; 4-inch pots, each 25c.

Coleus

For brilliant foliage effects, nothing surpasses the various types of Coleus. Grown in pots, they brighten a room or patio and they are useful in beds and window boxes from early spring until frost. The trailing Coleus is striking for hanging baskets and window boxes, and for edging beds or borders of other plants. Our plants are cutting-grown from the choicest varieties, and can be supplied in all the rich color combinations. 3-inch pots, each 15c; 4-inch pots, each 35c.

Convolvulus

CONVOLVULUS MAURITANICUS. One of the most satisfactory low growing plants for the border, rock garden, or to trail over walls and terraces. Thrives in full sun, and is covered from spring until late fall with morning-glory-like flowers of lavender blue. 3 for 25c; 25 for \$1.25.

Campanula

BELL FLOWERS

Indispensable hardy garden flowers, varying greatly in form and habit of growth, some of tall and imposing habit, others are dwarf compact little plants, or trailing, suitable for edging, ground covers, rock gardens, etc. They like rich soil with good drainage, and will bloom over a longer period if planted in the half shade.

CAMPANULA CARPATIC. Carpathian Harebell. A pretty species growing in tufts about eight inches high, with flowers of clear blue held erect on wiry stems. Blooms from June to October, and is unsurpassed as an edging, and in the rock garden. We offer two colors, blue, and white. 2¼-inch pots, each 20c.

CAMPANULA FRAGILIS. A lovely thing for hanging baskets and pots. The drooping stems are covered with small dark green leaves and pretty light blue bell-shaped flowers. 3-inch pots, each 20c; 4-inch pots, each 35c.

CAMPANULA GARGANICA. Dwarf compact plants, not more than six inches high, with fine deep green foliage and masses of pretty little violet blue bells that literally cover the plants. For low borders and rock gardens, this is unequalled. 2¼-inch pots, each 15c; 4-inch pots, each 25c.

CAMPANULA ROTUNDIFOLIA. Blue Bells of Scotland. Lovely light blue bell-shaped flowers on slender stems, 8 to 10 inches high, produced all summer and fall. The variety we grow, *Olympica*, produces flowers much larger than those of the type. Does well in light shade. Each 25c.

CAMPANULA PERSICIFOLIA. Very fine and showy Bellflowers, growing two to two and one-half feet tall, with large, handsome spikes of bell-shaped flowers.

Grandiflora Alba. Pure white, lovely for cutting.

Telham Beauty. Magnificent spikes of large bellflowers, clear blue, during June and July. Especially fine for the border and for cutting.

Price of the above two varieties: 4-inch pots, each 35c.

Coreopsis

LANCEOLATA—MAYFIELD GIANTS. An improved strain of the popular perennial, with golden yellow flowers, splendid for cutting. Plants of graceful habit, blooming all summer and fall; in sunny position. ■ for 25c; 25 for 63c.

DOUBLE COREOPSIS. This grand variety has all the good points of the old, it is easily grown, free flowering and hardy, and bears showy graceful, semi-double flowers of golden yellow that are most attractive in floral arrangements. ■ for 25c; 25 for \$1.25.

Cuphea

CUPHEA HYSSOPIFOLIA. Neat border plants for edgings are not plentiful, and this *Cuphea* fills a need for a perennial edging that can be trimmed to a height of 6 to 8 inches, and provide color as well as green foliage. The plants have small narrow leaves of fine green, and an abundance of small flowers of light lavender pink. 2¼-inch pots, each 10c; 4-inch pots, each 25c.

Cyclamen

These lovely flowers, so much grown in pots for indoor decoration, are charming in the garden, where they will grow and bloom in shaded spots, under trees, in rock gardens, and on the north side of buildings, walls, etc., giving a touch of luxury to the garden. The foliage is so handsome that they are decorative even when not in bloom.

Our strain of Cyclamen is unexcelled for fine form, large size and clear color of the blossoms.

Dark Salmon	Lavender
Light Salmon	Orange Red
Pure White	Rose
Salmon Scarlet	Saffron Red

Price: 3-inch pots, each 35c; 4-inch pots, 50c and 75c.

Dusty Miller

CENTAUREA CANDIDISSIMA. Popular white or silvery-leaved foliage plant used for edgings and borders. In Plant Band Pots, 25 for 63c.

CHRYSANTHEMUM BRIDAL ROBE

BRIDAL ROBE. One of the most charming new perennials we have seen in recent years. It is very easily grown in any garden, in sun or partial shade. The snowy white flowers have a beautiful petal arrangement that is as graceful as the double Ranunculus, and the plants are in bloom nearly the entire year. The finely cut light green foliage is always attractive. A wonderful variety for cutting. **Each 35c.**

CHRYSANTHEMUM MAWII. For sunny positions in the perennial border, or for rock gardens, where color is wanted, this new hardy Chrysanthemum is a gem. Flowers are rich pink, two inches across, on 12-inch stems; foliage is fern-like and silvery. **4-inch pots, each 35c; 2 1/4-inch pots, each 20c.**

EARLY CHRYSANTHEMUMS

CLARA CURTIS. Showy single daisy-like flowers of salmon pink three inches in diameter. Plants are of spreading habit, 18 to 24 inches across, not particular as to soil or location, and are literally covered with hundreds of lovely blossoms, from August until mid-September. **Each 35c; 10 for \$3.15.**

SEPTEMBER JEWELS. The earliest of all hardy garden Chrysanthemums, and one of the most beautiful strains, for garden display and cutflowers. Daisy-like flowers, with a double row of petals, measure from two to three inches across, mostly in charming delicate tones of pale and golden yellow, coral pink, old rose, with enough of the deeper tones of red, bronze, crimson and purple, to give a rich color balance. Plants are well rounded, one to two feet high, and covered with masses of flowers from early September until late October. **Each 15c; 10 for \$1.15; 100 for \$12.00.**

For other Chrysanthemums—See pages 10-12.

Dimorphotheca

DIMORPHOTHECA EKLONIS. Star of the Veldt ■ Blue African Daisy. Showy daisies with petals of pure white, the reverse side steel blue, and center disk of deep blue. Flowers are large, of good substance, and produced on stems of good length for cutting. Plants grow readily in any sunny location, to a height of 18 to 24 inches, and are very free flowering. **Price: 2 1/2-inch pots, each 15c; 4-inch pots, 25c.**

DIMORPHOTHECA SPECTABILIS. The loveliest species, with rosy lilac daisy-like flowers on long slender stems. Should have a sunny position in well drained soil. **2 1/2-inch pots, each 15c.**

Creeping Strawberry

FRAGARIA INDICA. A splendid plant for ground covers and rock gardens, with pretty shiny foliage and creeping root system, spreading rapidly. **Flats of 100 plants, \$2.50.**

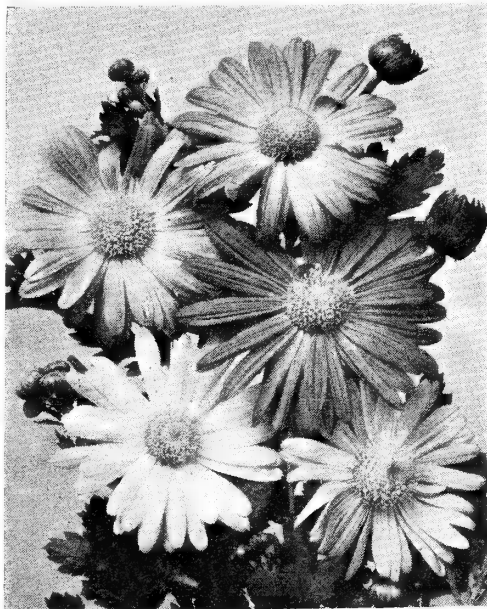
ROCKHILL STRAWBERRIES—See next page.

Felicia

FELICIA AETHIOPICA. Like Agathea, but the daisy-like flowers are larger, and deeper blue, with long petals. Very free flowering and showy in the border. ■ for 25c; 25 for \$1.25.

Gaillardia

PORTOLA HYBRIDS. Select seedlings of the finest type, the flowers unusually large and spectacular in appearance. Broad petals of rich coppery scarlet, heavily tipped with gold. **Price: ■ for 25c; 25 for \$1.25.**



New Summer Flowering Chrysanthemums
SEPTEMBER JEWELS

Dianthus

Especially fine for planting in beds and borders; their delightfully refreshing, spicy odor makes them a wonderful addition to the garden.

DIANTHUS PLUMARIUS. The old fashioned fragrant Clove Pink, with fringed edges; many colors. **3 for 25c; 25 for \$1.25.**

EVERBLOOMING GARDEN PINKS

BEATRIX. Light salmon pink flowers, very double, in compact clusters. The plants sometimes produce carmine and pink flowers together. Lovely for cutting, as are the white and red varieties.

WHITE BEATRIX. A lovely new pure white.

RED BEATRIX. Bright rosy red.

Price of the above three Pinks, 3-inch pots, each 20c.

DIANTHUS WINTERI. A beautiful class of hardy Garden Pinks, compact and bushy, with blue green foliage, continuously producing large fragrant single flowers on tall branching stems. They are very colorful in beds and borders, and fine for cutting. We have them in the following colors:

Rosy Crimson.
Rose Pink with crimson eye.

Clear Pink.

White. Dwarfier growing, splendid for edgings.

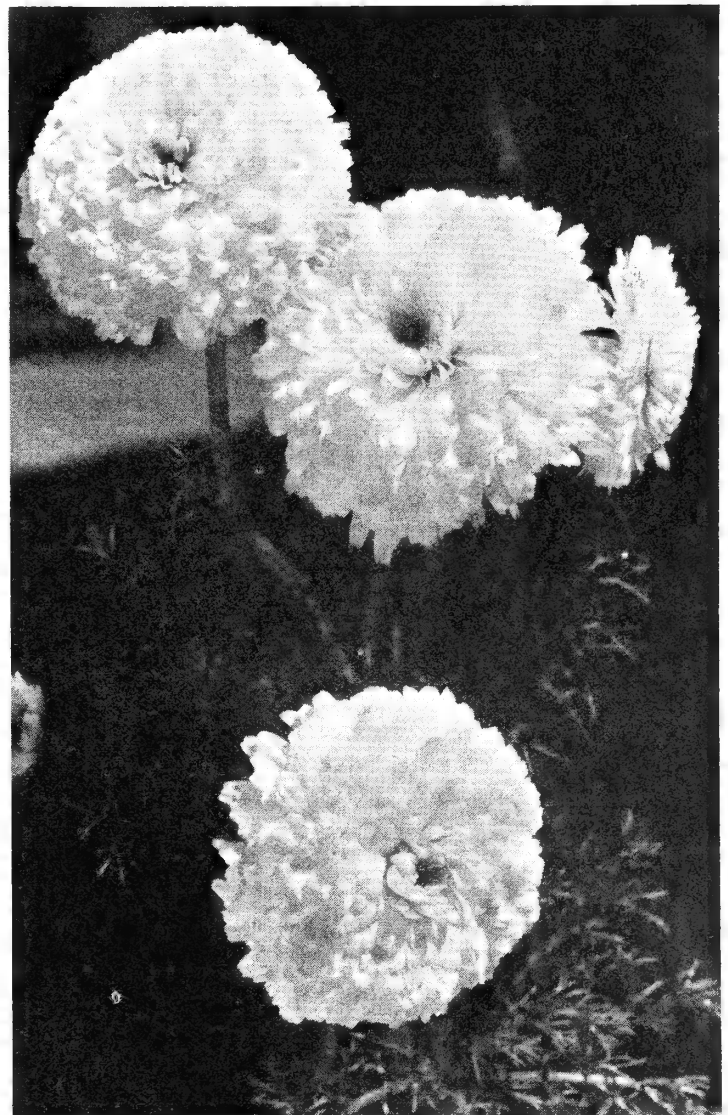
Price: 2 1/2-inch pots, each 15c.

Gypsophila

BABY'S BREATH

The plants produce graceful sprays of tiny white or pink flowers used in bouquets.

GYPSOPHILA PANICULATA. Single White, Double White, Double Pink. **Price: 2 1/4-inch pots, each 10c.**



New Everblooming Perennial—BRIDAL ROBE

Gazania

Brilliant orange and yellow daisy-like flowers make a dense carpet of color. Plants are closely matted and make an excellent ground cover for parkways and dry rocky situations in full sun. **Orange and Lemon, flats of 100 plants, \$1.75.**

HOWARD'S NEW EVERBLOOMING PADRE HYBRIDS

A wonderful new everblooming strain of this showy flower, the result of six years' selection by Mr. Edward A. Howard. Beds of these Gazanias were in bloom constantly for 40 months in the Palisades Park in Santa Monica.

The flowers are twice the size of ordinary Gazanias, and range from cream, buff and yellow shades to deep orange, salmon, rose and maroon, some oddly marked and zoned with olive green, brown or cinnebar red.

Gazanias require an open sunny position with good drainage, plenty of water, and occasional applications of fertilizer, to produce the finest flowers. **Mixed Colors, 3 for 25c; 25 for \$1.25.**

Geum

Showy perennials with fine flowers and good foliage, easily grown in sun or half-shade. They are best grown in groups, and should have plenty of moisture; very pretty cut flowers.

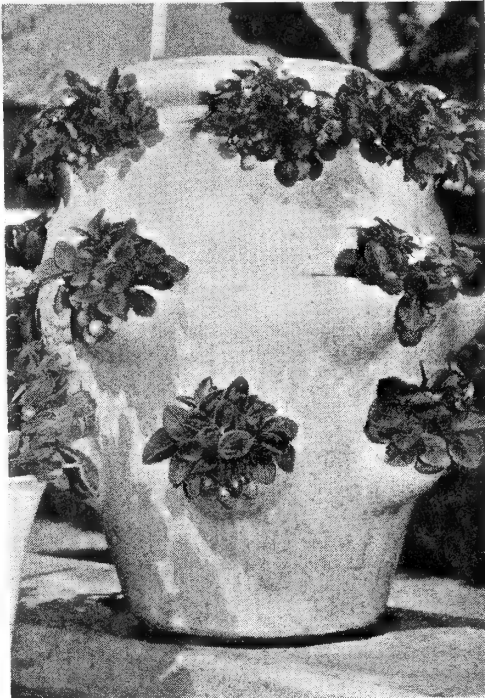
LADY STRATHEDEN. Large double flowers of golden yellow.

MRS. BRADSHAW. Bright scarlet double flowers.

ORANGE PRINCE. Brilliant orange, very double. **2 1/4-inch pots, each 10c; 4-inch pots, each 25c.**

GERBERA—See page 26.

PERENNIAL FLOWERING PLANTS—Continued



Rockhill Strawberries in Strawberry Jar

Everbearing Strawberry

ROCKHILL NO. 24

A distinct variety of strawberry, in that the plants do not produce runners, but form attractive bushy plants. Foliage is luxuriant and handsome, and the blossoms and brilliant red berries add greatly to the beauty.

Berries are large, brilliant red, and of delicious flavor and quality, with the fragrant tang of wild strawberries. This variety is splendid for planting in strawberry jars, which make a striking decoration for patios and gardens. It also makes attractive ornamental edgings in the garden. **Fruiting size plants in pots, 5 for \$1.00; 25 for \$4.00; 100 for \$16.00.**

Helenium

Desirable, tall growing plants, with broad, spreading heads of flowers, in bloom for a long season. They do well in any good garden soil, in full sun.

HELENIUM BIGELOVI. Branching plants of rapid growth, 3 to 4 feet high, with clusters of deep yellow flowers, brown centered. **Each 35c.**

HELENIUM GAILLARDIAEFLOSUM. Very showy flowers of bronze red, with just a tip of golden yellow on the petals. 3 feet. **Each 50c.**

HELENIUM HOOPESI. Pure orange yellow flowers two and one-half inches across. The earliest to bloom, beginning in June and continuing throughout the summer. 2 feet. **Each 35c.**

HELENIUM PERGRINUM. The finest variety, with the largest flowers, producing masses of lovely shiny dark mahogany red, the edges of the petals faintly edged with yellow. In bloom all through July and August. **Each 50c.**

HELENIUM CHIPPERSFIELD ORANGE. A fine new variety with large heads of copper and gold blooms. This is the best of the tall varieties, 4 feet high. **Each 50c.**

HELENIUM RIVERTON BEAUTY. Rich lemon yellow, with large purplish black centers; four feet, blooms in summer and fall. **Each 35c.**

HELENIUM RIVERTON GEM. Old gold, changing to wallflower red. Three and one-half feet, blooms in summer and fall. **Each 35c.**

Helianthemum

SUNROSE

HELIANTHEMUM CHAMAECISTUS HYBRIDS. Fine trailing plants with small dark green to grey-green foliage, and flowers like small wild roses of red, yellow, salmon and cream. **2 1/4-inch pots, each 15c; 1-gal. containers 40c.**

Helianthus

SUNFLOWER

Perennial Sunflowers are most effective and showy in the border, and handsome for bouquets, during summer and autumn. They are remarkably hardy, succeeding in any soil, and free flowering.

HELIANTHUS MAXIMILIANI. The latest of all, with long graceful sprays of golden yellow flowers in October. 5 to 7 feet.

HELIANTHUS MULTIFLORUS FLORO-PLENO. Large double, dahlia-like blooms in great profusion from July through September. Four feet.

HELIANTHUS ANGUSTIFOLIUS. Slender, tall-growing plants, with long narrow leaves and large clusters of single, bright yellow flowers.

Price of the above: 4-inch pots, each 25c.

Heliopsis

HELIOPSIS PITCHERIANA. Hardy perennials, easily grown, belonging to the Sunflower family. Large showy flowers of heavy texture, deep orange yellow, on tall stems, in July and August. **Each 35c.**

Helxine

HELXINE SOLEIROLII. Moss-like plants of bright green, with tiny round leaves. For ground covering in shady situations, edging walks, etc., this is invaluable. In flat boxes to cover an area of 100 square feet, \$1.75.

Heuchera

CORAL BELLS

Attractive plants of easy culture, for sun or half-shade, producing graceful sprays of tiny bell-shaped flowers on slender stems which rise from a rosette of glossy evergreen leaves.

HEUCHERA SANGUINEA. "Spitfire". Brilliant scarlet bells. **2 1/4-inch pots, each 10c; 4-inch pots, each 25c.**

Hollyhock

Tall stately spikes of showy flowers, indispensable for background planting in masses in the border, blooming all summer.

IMPROVED DOUBLE HOLLYHOCKS. Separate colors, Chamois, Maroon, Scarlet, Pink, Salmon-Rose, Rose, Yellow, and White.

SINGLE HOLLYHOCKS. Pink, Rose, Red, Yellow, White.

Price, 5 for 25c; 25 for 90c. Larger plants, 35c each.

Hunnemannia

HUNNEMANNIA FUMARIAEFOLIA. Mexican Tulip Poppy. A splendid perennial poppy with large single yellow flowers of a crepe-like texture, tulip shaped, two or three inches across. Splendid for cutting, blooming over a long period of time. Does best in a warm, rather dry situation. **2 1/4-inch pots, 10c; 4-inch pots, 25c.**

Iberis

IBERIS SEMPERVIRENS. Perennial Candytuft. Hardy dwarf plant with evergreen foliage, for permanent borders or rock garden planting. Dense tufts of pure white flowers over a long season.

IBERIS WHITE GEM. Very dwarf, low growing variety, excellent for edgings, making solid mounds of fragrant white flowers.

Price: 2 1/4-inch pots, each 15c; 4-inch pots, each 25c.

Impatiens

Fleshy stemmed tender plants with bright green glossy foliage and bright flowers, for colorful beds and groups in shade, or as pot plants in shaded positions.

IMPATIENS HOLSTII HYBRIDS. A splendid mixture of bright shades of red, salmon, rose, pink.

IMPATIENS OLIVERI. This makes a fine specimen of rounded form, 3 to 5 feet across, with large lilac-lavender flowers.

Price: 2 1/2-inch pots, each 10c; 4-inch pots, each 25c.

IMPATIENS—NEW WHITE. Dwarf compact plant with myriads of pure white blossoms. Charming in pots or in the garden.

Price: 2 1/2-inch pots, each 15c; 4-inch pots, each 35c; 5-inch pots, each 75c.

Korean Grass

Often used as a lawn in patios and other restricted areas, around stepping stones, rock walks, etc. It does not require mowing, but forms a dense carpet of velvety green. **Flat boxes, to be cut in 100 squares, \$1.75.**

Lavender

LAVENDULA VERIS. True English Lavender. Fragrant herbs, forming low rounded shrubs, with grey-green foliage and spikes of soft lavender flowers, valued for the border or rock garden. Grows 18 to 24 inches high. **1-gallon containers, each 35c.**

Linaria

LINARIA CYMBALARIA. Kenilworth Ivy. Trailing plant, for hanging baskets, window boxes, rockeries, etc. Luxuriant, shiny green foliage and small lilac blue flowers throughout the summer. **2 1/4-inch pots, each 15c.**

Lippia

LIPPIA REPENS. A good ground cover for dry sunny places, where a lawn is not wanted. Matted grey green foliage dotted with pink flowers. In flat boxes, to cover 100 square feet, \$1.50.

Lobelia

LOBELIA CARDINALIS. Different from the dwarf border Lobelias, and forming large clumps, with luxuriant foliage and tall spikes of brilliant scarlet flowers, two to three feet high. Plant in clumps, in rich moist soil. **Each 35c.**

LOBELIA CARDINALIS. Queen Victoria. Spikes of deep red flowers, two to three feet tall, and deep bronzy red foliage. **Each 35c.**

Lopezia

LOPEZIA ALBIFLORA. Mosquito Vine. Pretty little trailing plants for hanging baskets and boxes, with fine bronze foliage and small pink flowers resembling a mosquito, hence the name. Blooms all winter and spring, in full sun. **2 1/4-inch pots, each 15c; 4-inch pots, each 25c.**

A NEW LOPEZIA

From Guatemala

A new Lopezia, with large ears like those of Micky Mouse. Soft salmon rose flowers, more colorful, larger, and more vigorous than our well known "Mosquito" vine. While this has been planted in only a few locations here, it took a trip to its native home, Guatemala, to really appreciate it and obtain a superior strain of this little garden gem. **Each 35c.**

Lotus

LOTUS BERTHOLETI. Coral Gem. A beautiful trailing vine for hanging baskets, window boxes, porch pots, etc., growing well in a sunny position. It has feathery, grey-green foliage and brilliant coral red flowers shaped like a parrot's beak produced in profusion. **2 1/2-inch pots, 15c; 4-inch pots, 25c.**

Mimosa

MIMOSA PUDICA. Sensitive Plant. Finely divided leaves, sensitive to the touch, small pink flowers like fluffy balls. **2 1/4-inch pots, each 15c; 4-inch pots, 25c.**

Mimulus

MIMULUS—QUEEN'S PRIZE. Monkey Flower. Very large flowering hybrid, with open flaring flowers in shades of yellow, orange and gold, spotted with brownish red. They like a moist, shaded situation. **2 1/2-inch pots, each 15c; 4-inch pots, each 35c.**

Nepeta

NEPETA MUSSINI. An excellent creeping plant for border and rock garden, forming dense tufts of small crinkly sage-green leaves, and masses of small light violet flowers in summer. **2 1/2-inch pots, each 15c.**

Poppy

ORIENTAL POPPY. Papaver orientalis. For gorgeous coloring, these hardy poppies have few rivals. Flowers are huge, with glistening broad petals of scarlet, orange, salmon, and cream, and conspicuous black centers. **Each 35c.**

NEW CARNATIONS

New in colorings, beautifully formed, entrancingly fragrant, — Mammoth Carnations like the choicest displayed at exclusive florists' shops. You can grow these in your own garden, if you plant some of Paul J. Howard's marvelous new varieties.

Quantity Discounts

10% discount for ten to forty-nine plants. 20% discount for fifty or more. Ours are large, strong plants in 2½ inch pots.

AVIATOR. Prodigious in the quantities of huge white flowers, with deep crimson edges, stripes and blotches. 25c

BARBARA BRIGHAM. Striking orange flowers, with pink stripes and shadings. 25c

BARBARA FARR. Light scarlet, free flowering. 35c

BERKSHIRE HILLS. Lovely bright flesh pink. 35c

BOSTON WARD. The best dark pink for cutflowers. 20c

BETSY. Soft white, with dainty crimson picotee and rich clove fragrance; quaint and lovely. 25c

BLAZE. Giant flowers of striking Chinese red; healthy, free flowering, rustproof foliage. 35c

BURGUNDY. Marvelous purplish red or maroon, flowers three inches across, on long stiff stems; vigorous, rust-resisting free flowering plants. 50c

CRIMSON POTENTATE. Showy crimson, a glowing flower of men's favorite color. 50c

DAIRYMAID. Clear white flowers of enormous size, striped light bright pink, fragrant. 25c

DELICACY. Beautiful clear white, with deep rosy red pencillings. Vigorous plants. 25c

DITCHLING. Luminous dark pink flowers of perfect form, on strong stems; free flowering. 25c

DIMITY. Lovely white flowers, flaked deep scarlet, very distinct. 35c

DIRIGO. Large bright rose flowers on rigid stems; blooms continuously, flowers keep well. 35c

E. K. HARVEY. Immense flowers of pure white, stained and marbled deep rose; long stems. 25c

ELEANOR. Symmetrical flowers of salmon rose, early. Vigorous, bushy, free flowering. 25c

FAVORITE. Pure white flowers with fluffy, feathered petals. 25c

GARDENIA. The handsomest white carnation grown, very large, with fringed edges, fragrant and spicy. 50c

GLORY. Gorgeous purple crimson, on long strong stems; bushy plants with clean foliage. 50c

GOLDEN WONDER. Sulphur yellow with pink pencillings, large full flowers that keep well. Blooms continuously. 25c

MAINE SUNSHINE. Fine clear yellow. 25c

HARVESTER. Fine garden variety, with creamy white flowers. 20c

IMPROVED ABUNDANCE. Fine flowers of clear pink; strong, free flowering plant. 20c

LUXURY. Brilliant orange scarlet, strong plants. 20c

MAYTIME. Fresh shell pink flowers of fine form and size, on long stems. Tall, erect, vigorous plants that endure hot weather well. A florists' favorite. 25c

OLIVETTE. Fine white fringed flowers of good size, on strong stems. Tall vigorous plants. 25c

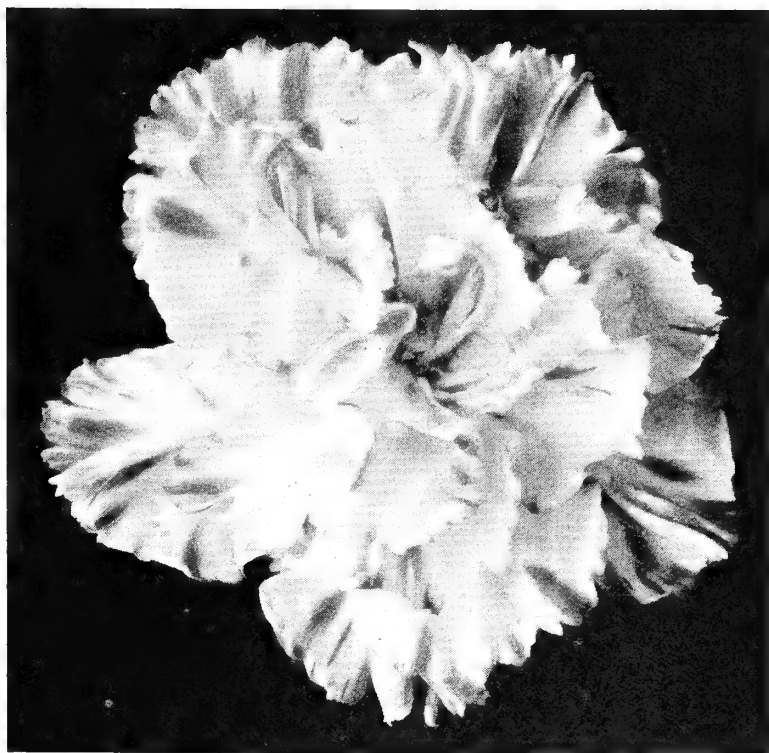
ORANGE WONDER. Huge flowers of apricot orange, shaded orange. 35c

PATRICIAN. Fine white of outstanding size and form. Vigorous, in bloom constantly. 20c

PETER FISHER. Fine fringed flowers of rose pink, strong stemmed; free flowering, good keeper. 25c

PHARAOH. The most beautiful novelty carnation in our collection. Delicate orange, shaded pink, the tips of petals fringed scarlet. Large, full flowers on strong stems; strong, free flowering plants with broad foliage. 35c

PINK SPECTRUM SUPREME. Deep rose pink of outstanding beauty, without any shading. 25c



PIRATE GOLD. Unique coloring, purple shading and blotches on yellow ground. 25c

PRINCESS DAGMAR. Marvellous rich velvety crimson flowers. Keeps well when cut; strong growing, free flowering. 35c

PURITAN. Large, beautifully fringed flowers of pure white, on very long stems. Strong, free flowering. 20c

ROBERT ALLWOOD. Magnificent bright scarlet, on strong, erect stems. Strong plants, in bloom the year 'round. 25c

ROYAL PURPLE. Large lustrous purple maroon flowers. Tall, free flowering plants, early. 35c

SAGAMORE. Rich apricot orange with crimson edges on the petals. Blooms continuously. 25c

SPECTRUM SUPREME. Favorite bright scarlet, very large; in bloom constantly. 20c

VARIEGATED WONDER. White flowers showing rose pencillings on the fringed petals. 25c

WOBURN. Large full flowers of deep velvety crimson, with fringed petals and sweet fragrance. 20c

ZORRO. Unique smoky color, light heliotrope flowers flushed with pink at the base of petals, with glistening grey sheen. 35c

Pentstemon

One of the showiest and most satisfactory perennials for the California garden. Pentstemons may be planted in almost any location, at any time of the year, and always give satisfactory results. They grow two or three feet tall, with clean bright green foliage, and send out spike after spike of brilliant funnel shaped flowers, which are just as effective in bouquets as in the garden.

PENTSTEMON. Sensation, Mixed Colors. Flowers of marvellous size, brilliant color and deeply veined throats. 25 for 63c; 100 for \$2.50.

CALIFORNIA FLOWERLAND IMPROVED GIANT PENTSTEMONS. Huge spikes of very large, flaring flowers, in rich carmine and lilac shades, white throats.

Carmine Shades	Amaranth
Bright Red	Lilac
Rose Shades	White

Price of the above fine Pentstemons, 2¼-inch pots, each 10c; 10 for 90c; 4-inch pots, each 25c.

PENTSTEMON—GARNET. A gorgeous new hardy Pentstemon that blooms from early summer until late in fall. Tall, loosely branched spikes, 12 to 18 inches high, of gloxinia-like flowers, of rich garnet, that make delightful flower arrangements. Plants are of spreading habit, vigorous and extremely free flowering, producing from 6 to 12 spikes of flowers continuously throughout the summer and fall. Each 35c.

Physostegia

FALSE DRAGON HEAD

Fine summer-flowering perennials, very hardy and easily grown, bearing long spikes, often 3 feet high, of tubular flowers, from June until autumn.

ROSY SPIRE. Tall spikes, compactly formed, deep rich rosy carmine, in late summer. 3 to 3½ feet tall.

SUMMER GLOW. Very tall and colorful, with towering spikes, 4 feet high, of rosy crimson flowers, most effective as a background plant in the garden, and for cutting. Blooms in August.

VIRGINICA-VIVID. A new dwarf variety, about 20 inches high, with flower spikes of deep rose pink, that last well when cut. Blooms in August and September.

Price of the above: 2½-inch pots, each 15c; 1-gallon containers, each 35c.

Rudbeckia

GOLDEN GLOW. Well known, old fashioned plant, very hardy; grows four to six feet tall, producing great masses of double golden yellow flowers in late summer. Each 25c.

PURPUREA. Giant Purple Cone-Flower. Bushy plants, three feet tall, producing masses of handsome daisy-like flowers, of striking shade of reddish purple, with a remarkable large cone-shaped center of deep brown. Showy in the border and for cutting. Each 25c.

Rehmannia

Splendid, easily grown perennial of great beauty. The plant is of handsome pyramidal habit, two to three feet high, with narrow, glossy deep green leaves, and tall, much branched spikes of trumpet-shaped flowers. Plants bloom for many months in the garden, and the flowers keep exceptionally well in water.

REHMANNIA ANGULATA. Bright rose, spotted gold and brown in the throat. 2¼-inch pots, each 15c; 4-inch pots, 25c.

REHMANNIA FLEUR BLANC. Exquisite snowy white flowers, with green shading in the throat. 2¼-inch pots, each 15c; 4-inch pots, each 35c.

ROSEMARY—See Shrubs.

Schizocentron

SCHIZOCENTRON ELEGANS. Spanish Shawl. An interesting and lovely creeping or trailing plant, making a dense mat that becomes covered with masses of single bright rosy purple flowers. From a distance they resemble Bougainvillea blooms. Lovely in half-shade, and should have some leaf mold. A good ground cover, and fine for hanging baskets. 4-inch pots, each 35c.

SAXIFRAGA—See page 25.

Paul J. Howard's

MAMMOTH VERBENAS

Plant Verbenas in pots, window boxes, use them in beds, borders, parkways, and for covering slopes. Our Mammoth Flowering Strain produces immense heads of bloom, the individual florets often as large as a half-dollar. The clusters of brilliant, fragrant flowers are borne in constant succession, almost the year 'round.

Only from cuttings can Verbenas, true to type and name, be grown. Seedlings display great variation and do not give such pleasing uniformity in the garden. While it costs more to grow Verbenas from cuttings, the long-lasting effect is worth many times the small difference in price.

BEAUTY OF OXFORD. Splendid light rose-pink.

BLUE TRIUMPH. Deep lavender-blue self-color, the nearest approach to true blue in Verbenas.

CRIMSON GLORY. Huge blossoms of deep, rich crimson.

DIENER'S RED. Giant, glistening red.

ELLEN WILLMOTT. Rich deep rose-pink.

MAROON. Unusual shade of dark maroon.

PURPLE KING. Vivid deep purple.

WHITE. Large glistening pure white.

Price: 10 for 90c; 100 for \$8.00.

VERBENAS FROM SEED

The finest type of Mammoth Verbenas that can be grown from seed. **Red, Lavender, Cerise, Pink, White, or Mixed.**
Price: 25 for 63c; 100 for \$2.50.

MOSS VERBENA

VERBENA ERINOIDES. Plants of trailing habit, forming dense mats of lacy foliage and bearing dainty blossoms.

Lilac White

Price: 25 for 90c; 100 for \$3.50.



Paul J. Howard's Cutting-grown Verbenas

Scabiosa

SCABIOSA CAUCASICA. Very hardy plants, with lovely large flowers on tall slender stems, wonderful for cutting. Our strain includes all shades of blue and lavender. 2 1/4-inch pots, each 15c; 4-inch pots, 25c.

SCABIOSA COLUMBARIA. One of the most beautiful flowers for cutting, and just as attractive in the garden. The plants bloom almost continuously, being especially free flowering during the winter. Flowers are very graceful and lacy, on long strong stems, and the colors are exquisite, ranging from lavender blue to delicate mauve and light pink. 2 1/4-inch pots, each 10c; 4-inch pots, each 25c.

SCABIOSA GRAMINIFOLIA. A fine new introduction, of much dwarfer habit of growth than the preceding, with silvery green foliage and showy flowers varying from vivid pink to soft rose. Each 35c.

Statice

SEA LAVENDER

STATICE CASPIA. Tiny pale lavender flowers in great sprays, popular for mixing with bouquets. Shiny foliage, good for the rock garden and borders. 2 1/2-inch pots, each 15c.

STATICE PEREZII. Grows 18 to 30 inches tall, with broad leaves and sprays of bright lavender flowers. The most popular Statice, does well all along the Coast. 2 1/2-inch pots, each 10c; 4-inch pots, each 25c.

Thalictrum

MEADOW RUE

THALICTRUM DIPTEROCARPUM. One of the real gems among hardy plants, for cool shady situations, in rich moist soil. Has graceful sprays of fern-like foliage and delicate small mauve flowers on tall, slender stems; charming in the garden and in flower arrangements. 4-inch pots, each 25c.

Thymus

THYMUS VULGARIS. Common Thyme. The old garden herb, with dense, compact fragrant foliage and small white flowers. A good plant for the rock garden and ground covers, about ten inches high. 2 1/4-inch pots, each 15c.

Salvia

SAGE

SALVIA FARINACEA. Blue Bedder. Tall growing, with shiny foliage, good for massing. Spikes of deep blue flowers, good for cutting. 2 1/4-inch pots, each 10c; 4-inch pots, each 25c.

SALVIA SPLENDENS—HARBINGER. Scarlet Sage. Salvia splendens is one of the most brilliant of all bedding plants, and this new variety is the finest of all. Dwarf, compact plants, producing long spikes of dazzling bright scarlet from early spring until late in fall. In southern California, it is almost everblooming. Splendid also, as a pot plant. 2 1/2-inch pots, 2 for 25c; 4-inch pots, each 25c.

Trachelium

TRACHELIUM CAERULEUM. An attractive late flowering perennial from the Mediterranean region, that thrives in almost any soil and exposure. Bears dense clusters of deep lavender flowers on wiry stems, about three feet high; lovely cut-flower. 2 1/2-inch pots, each 15c; 4-inch pots, 25c.

Verbascum

MULLEIN

Plants of stately growth for background plantings, like Foxglove, splendid for warm situations, thriving in well drained sandy soil.

COTSWOLD GEM. An outstandingly beautiful plant, producing tall slender branching spikes, 4 feet high, of soft amber yellow flowers, purple centered. In bloom from July to the end of September. Each 50c.

COTSWOLD QUEEN. A grand plant for the border, and for specimen planting. Tall flower spikes of delicately shaded old rose and buff pink. Each 50c.

MISS WILLMOTT. Very tall, five feet, with creamy white flowers in spikes. Each 35c.

OLYMPICUM. Silvery foliage, golden yellow flowers in large pyramidal spikes, to 6 feet high. 2 1/2-inch pots, each 20c; 4-inch pots, each 35c.

PHOENICEUM HYBRIDS. An excellent strain containing interesting colors, ranging from white, pink, rose, purple, to bronze and brown. 2 1/2-inch pots, each 20c; 4-inch pots, each 35c.

Tritoma

RED HOT POKER

TRITOMA PFITZERI. Showy spikes of brilliant orange scarlet flowers, growing 3 to 4 feet high, from clumps of grassy foliage. Succeeds in any good garden soil, in a sunny, well drained situation. 1-gallon containers, each 35c.

TRITOMA, CALIFORNIA FLOWERLAND HYBRIDS. New Midget Flowering. Smaller spikes of flowers, in many new and beautiful colors, including rose, red, saffron, orange, cream, yellow, white, in mixture only. 1-gallon containers, each 35c.

Veronica

VERONICA REPENS. A charming creeping plant, with low, closely matted foliage, and numerous short spikes of lilac-tinted white flowers. An attractive plant for ground cover, borders, window boxes and rock gardens. 2 1/2-inch pots, 2 for 25c; 100 for \$10.00.

Violets

PRINCESS OF WALES. Clear violet-blue flowers, delicately fragrant, on long stems. The largest single violet grown. 2 1/2-inch pots, 2 for 25c; 10 for \$1.13.

SINGLE WHITE. Fragrant white flowers. 2 1/2-inch pots, 2 for 25c; 10 for \$1.13.

SILVER BLUE. Porcelain-white flowers with blue pencillings. Strong growing and free flowering. 2 1/2-inch pots, 2 for 25c; 10 for \$1.13.

MARIE LOUISE. Parma Violet. Large fragrant double flowers of rich mauve. 2 1/2-inch pots, each 20c; 10 for \$1.80.

SWANLEY WHITE. White Parma Violet. Lovely double white blossoms of intense fragrance; an old favorite for bouquets, always scarce and quite rare. 2 1/2-inch pots, each 35c; 10 for \$3.15.

ROSINA. Charming new pink violet, delicately fragrant. 2 1/2-inch pots, each 20c; 10 for \$1.80.

For other New Violets, see page 25.

Vittadinia

CALIFORNIA FLOWERLAND IMPROVED STRAIN. Free flowering, low spreading plants, literally smothered with dainty, daisy-like blossoms of pinkish white, during the greater part of the year. This new strain produces flowers of larger size, and is exceptionally fine for the rock garden, edgings, and for hanging baskets and pots. 1 for 25c; 25 for \$1.25.

Tuberous Begonias

Our California Flowerland Tuberous Begonias are really phenomenal in size, form, texture and color tones. Visitors from all over the world marvelled at our gorgeous beds of thousands of these grand plants all summer. From these beds, we have selected the finest tubers for selection of seed and for plants for your garden.

Whether you choose to buy plants or tubers, you will be rewarded by glorious blooms in shaded beds, pots, window boxes, and hanging baskets.

Tuberous Begonias flower from June until fall, and their glistening blossoms are not only among the most effective garden subjects, but make richly beautiful table decorations and corsages.

TUBEROUS BEGONIA DISPLAY

One of Southern California's most spectacular events. Tens of thousands of plants in bloom at California Flowerland, from June until fall, make a never-to-be-forgotten spectacle. Plan to see this great display at every opportunity. Besides our great beds of Begonias, grown for seed and tubers, you will find lovely potted plants to beautify your own garden.

Plant Tuberous Begonias in a light porous soil mixture composed of leafmold and sandy loam, enriched with well rotted manure. Keep them moist at all times, using fine overhead spray during warm weather. Feed them commercial fertilizer as soon as they have become established, and again when in full bloom. Do not put fertilizer in direct contact with the stems.

DOUBLE CAMELLIA TYPE

The most popular form, with flowers five to eight inches across, resembling camellias.
Pink, Salmon Rose, Cardinal Red, Scarlet, Salmon, Rose, White, Orange, Yellow.

PICOTEE TYPE

Flowers like the Camellia type, but slightly smaller, in beautiful two-toned combinations of color.
Apricot, Salmon, Red, Rose.

SINGLE CRESTED

Beautiful flowers with ruffled, fluted and frilled crest overlaid on each petal.
White, Dark Red, Yellow, Scarlet, Pink.

CARNATION FLOWERED TYPE

Very double flowers, with frilled petals, lovely for bedding and pot plants.
Crimson-Rose, Dark Red, Salmon, Apricot, Rose Pink, Scarlet, Orange, White, Yellow.

SINGLE FRILLED TYPE

Exquisite large flowers, beautifully frilled and ruffled at the edges.
Yellow, Orange, White, Pink, Crimson Rose, Scarlet, Apricot, Salmon, Dark Red.

GIANT SINGLE TYPE

Perhaps the showiest of all for bedding. Flowers of astonishing size face upward on strong stems, displaying a sheet of color.
Scarlet, Dark Red, Orange, Rose, Salmon Pink, White.

HANGING BASKET BEGONIAS (Lloyd)

One of the most attractive types. Their hanging habit, with great masses of blooms, makes them favorite decorations for terraces or sun porches, in hanging baskets or pots. Flowers are
Deep Pink, White, Salmon, Red.

PRICES OF TUBEROUS BEGONIAS

Double Camellia, Rosebud, Picotee, Carnation and Lloyd (Hanging Basket) types: Tubers, or plants in 3-inch pots, each 20c; 10 for \$1.80; 100 for \$16.00.

Single Frilled, Single Crested, and Giant Single: Tubers, or plants in 3-inch pots, each 15c; 10 for \$1.35; 100 for \$12.00.

Large plants in 4-inch pots, of all types, each 35c; 10 for \$3.15.

HELIOTROPE

An old favorite bedding plant, useful in many parts of the garden, either in masses, or as individual flowering shrubs, and in groups. Excellent, too, as pot plants. Their delightful perfume is an added attraction to the pleasing, rich color effects. Our new selected varieties, compact in habit, with immense trusses of bloom, are especially desirable.

DWARF VARIETIES

No. 3. Shapely plants, compact and spreading, growing about 18 inches high, with extra large trusses of rich reddish lilac.

No. 8. Vigorous, upright plants, 18 to 24 inches high, with especially attractive foliage and large, compact heads of lovely silvery lilac blooms, with distinctive fragrance.

No. 10. A distinctly different and beautiful Heliotrope, with rich violet-purple fragrant blooms. Very dwarf and free flowering.

No. 13. Very dwarf, spreading plants covered with masses of deep bluish purple flowers.

No. 16. Medium tall plants, 2 to 2½ feet high, vigorous and spreading. Large clusters of light lilac flowers.

TALL VARIETIES

No. 21. Pure white, large trusses on tall, upright plants, two and one-half to three feet.

No. 23. Rich dark purple flowers in showy, compact trusses. Plants are upright, with attractive deep green foliage.

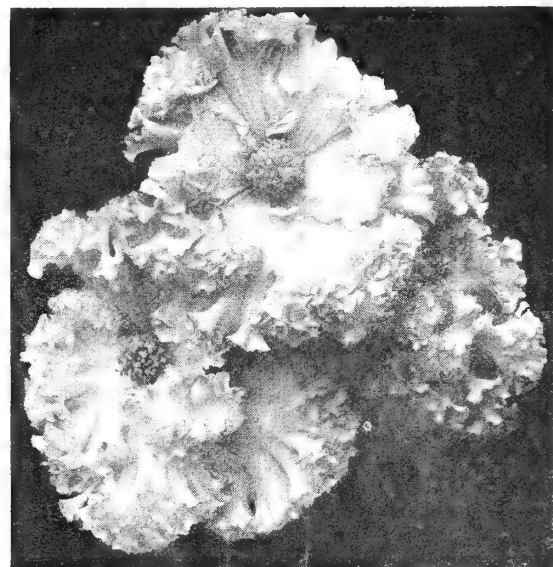
No. 26. One of the most richly fragrant of all, with deep reddish lilac blossoms in great trusses on compact plants, about 14 inches high.

Price of the above varieties of Heliotrope: 3-inch pots, each 20c; 10 for \$1.80. 4-inch pots, each 35c; 10 for \$3.15.

Mixed Colors, Dwarf or Tall, 3-inch pots, each 15c; 10 for \$1.35. 4-inch pots, each 25c; 10 for \$2.25.



A Specimen of Hanging Basket Tuberous Begonia



A Paul J. Howard Frilled Tuberous Begonia

Below—Paul J. Howard's Double Camellia-flowered Tuberous Begonia



California Flowerland Geraniums and Pelargoniums

CALIFORNIA FLOWERLAND GERANIUMS

Geraniums are indispensable in California gardens, and add alluring color to almost any type of architecture. They are finding wider use than ever, in beds, borders, and as specimens in ornamental pots. Our California Flowerland Collection of Geraniums includes the newest and finest varieties, superior pot grown plants.

Besides the sizes listed, we have beautifully grown large specimens in full bloom, for patio and garden decoration. Ask for prices on these.

IMPROVED SINGLE-FLOWERED GERANIUMS

ALICE OF VINCENNES. The blending of color in this variety is very striking. Pure white at the center, shading through deep rose to bright red at the edge.

BEAUTY OF CHATSWORTH. A Paul J. Howard introduction, and one of the finest Geraniums grown, perfect for large pot specimens, as it blooms continuously, and always shows color. Fine foliage, and huge clusters of large florets of a lovely rich shade of cherry rose.

HERRICK. Dwarf growing, compact plants, splendid for bedding with large flower clusters of intense scarlet.

L'AUBE. The finest of all pure white, single Geraniums, with golden stamens; a beautiful pot plant.

MAXIME KOVALESKY. Brilliant orange red, almost true orange, very striking, with handsome foliage; vigorous plants.

MRS. E. G. HILL. An exquisite shade of light salmon pink; does not fade in the sun; very fine.

NUIT POITEVINE. Lovely flowers of a glorious shade of bright red; fine foliage.

SUSAN LEEPRE. An exquisite shade of salmon, with golden orange suffusion; a very beautiful Geranium, and a robust, compact grower.

CHOICE DOUBLE AND SEMI-DOUBLE VARIETIES

BEAUTE POITEVINE. A fine semi-double Geranium, with very large flowers of bright salmon pink.

CALIFORNIA PINK GIANT. Enormous trusses of huge double flowers, each floret like a small pink rose; bright clear pink.

E. H. TREGO. Large trusses of fine double flowers, brilliant orange scarlet.

MISSOURI. One of the finest and most popular, bearing immense trusses of large double flowers, bright scarlet; very free flowering.

MME. LANDRY. Clear salmon, shading to copper at the center. A magnificent flower, and one of the leading pot-plant varieties.

RADIO. Rich velvety red flowers; a fine pot plant.

ALPHONSE RICARD. Very popular double Geranium, flowers of bright vermilion scarlet.

SCENTED GERANIUMS

Old-fashioned garden favorites, grown for the spicy fragrance of their foliage, used for scenting linens, etc.

LEMON GERANIUM. A pretty plant, the stems clothed with tiny crinkled, lobed leaves, having the fragrance of Lemon Verbena.

ROSE GERANIUM. Popular for the spicy fragrance of its deeply lobed, skeleton like leaves, used for flavoring, and for perfuming linens.

PEPPERMINT GERANIUM. Beautiful plants with large soft silky leaves, deeply lobed, and peppermint scented.

Price: 4-inch pots, each 35c; 1 for \$1.00.

IVY LEAVED GERANIUMS

The Ivy Leaved Geraniums are especially desirable for covering banks, hillsides, and parkways, because of their trailing or climbing habit of growth and their bright shiny green foliage. They are attractive for window boxes and hanging baskets also, and are among our most satisfactory plants for seaside planting.

CHARLES TURNER. The most popular and the finest rose pink. Growth luxuriant; very free flowering.

JEANNE D'ARC. An exquisite soft lavender, handsome glossy foliage; strong growing.

LAVENDER. Plants of trailing habit, with smaller leaves than those of most varieties, very glossy; lavender flowers.

ETINCELANT. Intense orange-scarlet; very showy for parkway planting, baskets and pots.

Prices on all Geraniums, except as noted: 4-inch pots, each 25c; 10 for \$2.25.

PELARGONIUMS

Pelargoniums, known as Martha Washington Geraniums, are among our showiest and most satisfactory summer and autumn flowering plants. They are very easily grown, thrive particularly well at the seashore, and make wonderful specimens as pot plants, rivalling Azaleas in their gorgeous coloring.

We list below the finest of the newer varieties, as well as the standard older ones.

ANITA. Center of flowers white, margined bright rose, upper petals feathered with dark crimson; lovely.

ANNA RUDLOFF. Superb dark red, with immense black blotches.

BERTHA WAGNER. Deep carmine rose, edged white.

BLUE MABEL. Dark carmine with velvety black blotches.

DOROTHY. Soft blush pink, blotched darker pink.

ETHELYN. Bright red with dark eye.

GLENDALE. Immense flowers of brilliant color, blotched with deep maroon.

JOSEPH ADOLPH TOPFER. Compact plants with rich red flowers, outer edges of petals white.

KATE BORNEMANN. Lovely white flowers, overlaid with salmon-pink, blotched rich crimson.

LAVENDER QUEEN. Lavender, light eye.

MABEL. Upper petals maroon, lower bright rose, very showy.

MACKENSON. Very brilliant pure rose.

MAUDE HOOPER. Light rose-pink with deeper rose blotches.

MISS EDITH CAVELL. Delicate soft pink, with large blotches of velvety maroon, and border of gorgeous crimson.

MISS SAUNDERS. Snowy white, two upper petals blotched purplish crimson; very striking.

MT. PELEE. Striking fiery red, with darker blotches.

PRIDE OF QUEDLINBURG. Shades from very light to very dark salmon pink.

PROFESSOR CORRENS. One of the largest and showiest. Flowers of deep rose, with upper petals blotched black.

SALMON QUEEN. The finest of all Pelargoniums, with the longest flowering season. An even shade of pure salmon rose, slightly blotched. The plants are as beautiful as Azaleas for pots.

SENSATION. Delicate purple, with large black blotches, a unique color in Pelargoniums.

VERNA. Light salmon with darker eye.

VIOLET. Light purple blotched with dark violet; late flowering.

Price: Any of the above, 2½-inch pots, each 25c; 10 for \$2.25; 4-inch pots, each 35c; 10 for \$3.15.

ORCHIDS

For Your Outdoor Garden

Real orchids are easy to grow in Southern California. The Cymbidiums produce great sprays of large, long lasting blossoms in lovely tints of pink, chartreuse, bronze, white, with deep maroon markings on the lips. These flowers, produced from January through April, are sought by florists for decorations and corsages. They are especially appropriate for daytime and sportswear.

Plant Cymbidiums in light shade, in well-drained soil prepared with about two-thirds leaf mold and one-third loam.

Clumps are priced at \$3.50, \$5.00, \$7.50, \$10.00, \$12.50, to \$50.00, depending on size and variety. Sizes from \$7.50 up, planted in spring and summer, will be large enough to bloom the following spring.

EPIDENDRUM

EPIDENDRUM O'BRIENIANUM. This real orchid is a striking plant for garden or pot culture. It is of tall, almost climbing habit, growing freely in soil enriched with leaf-mold, in full sun or partial shade, and bearing continuously, on tall stiff stems, clusters of small bright red orchids. A bed of these plants, when well grown, will be in bloom every day in the year, and at Christmas time, there is an exceptionally heavy crop of blossoms. The flowers last for weeks, and are wonderful in cut-flower arrangements. 3-inch pots, each 60c; blooming size plants, 4-inch pots, \$1.00; specimens, \$1.50 to \$10.00.

BLETILLA

BLETILLA HYACINTHINA. A rare and lovely Chinese orchid, of easy culture, for sun and half-shade, growing one to two feet high, with grass-like leaves. In spring it bears clusters of beautiful lavender mauve flowers, splendid for cutting. Large potted clumps, each \$1.00; individual tubers in early fall, each 50c.

California Flowerland

SHASTA DAISIES

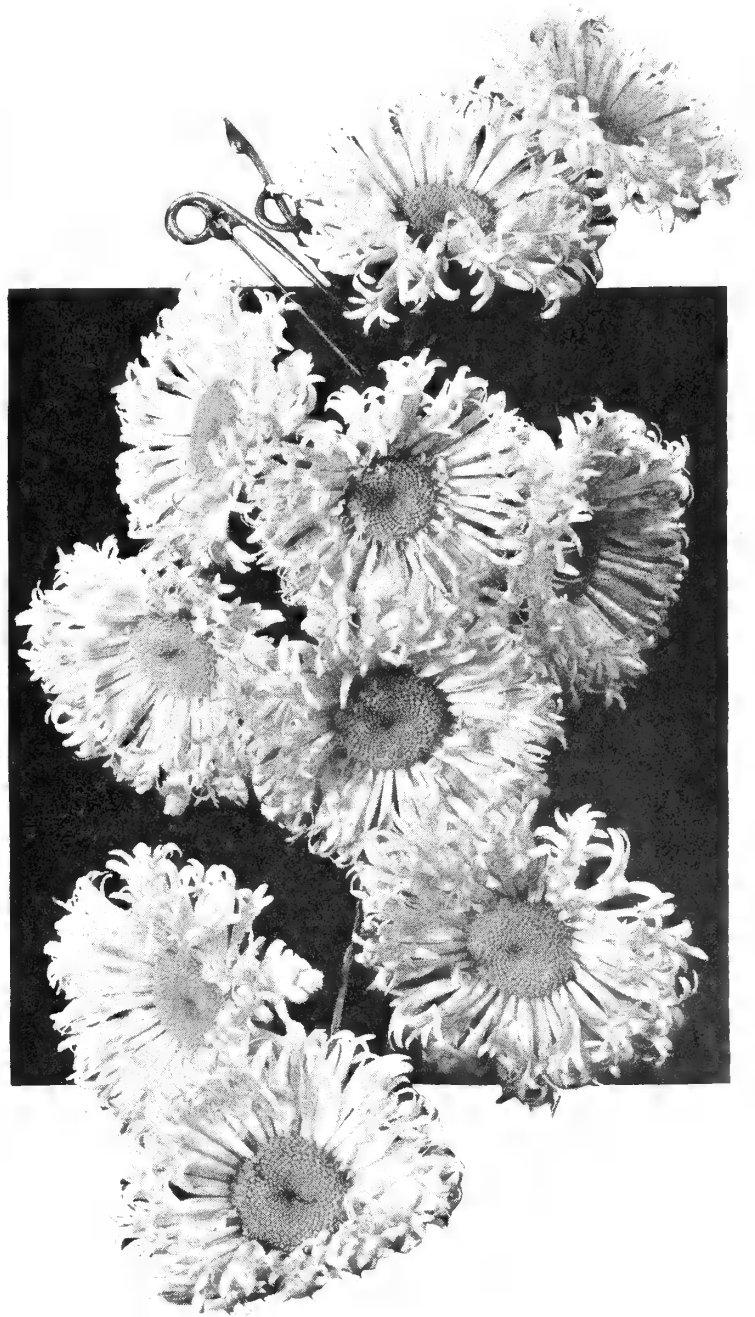
CHIFFON. Lovely semi-double flower showing a golden center. Petals are beautifully waved and frilled at the edges, giving the flower a soft airy appearance. A favorite florists' flower, for corsages and bowl arrangements. **Each 20c; 10 for \$1.80.**

ESTHER READ. Pure white, completely double flowers, produced all summer and fall, from June to October. Vigorous, free flowering plants, bearing the graceful flowers on very tall, erect stems. One of the finest introductions from England, grand for the border and for cutting. **Each 50c; 1 for \$1.25.**

G. MARCONI. The most highly perfected Shasta Daisy, in size, form and habit of growth, unsurpassed for the perennial border, as it blooms the year 'round wherever frost does not cut it down. Strong healthy plants. **Each \$1.00; 3 for \$2.50.**



SHASTA DAISY ESTHER READ



CHIFFON DAISIES MAKE A LOVELY CORSAGE.

SNOWDRIFT. Our lovely double long-stemmed Shasta Daisy that is a distinctly different type. The long, graceful, snowy white petals form fluffy flowers that look more like feathery Chrysanthemums than they do like daisies. **Each 20c; 10 for \$1.80.**

WHITE SWAN. Novel and distinct, with charming small double flowers of pure white, in shape like Esther Read, produced in great quantities. Charming in floral arrangements. **Each 35c; 3 for \$1.00.**

MARGUERITE

CHRYSANTHEMUM FRUTESCENS

These are splendid for use in the perennial border, as specimen plants, or they may be used to advantage as borders along driveways, walks, etc. Plant them in full sun and keep them cut back from time to time, to keep them sturdy and bushy. They bloom continuously.

Marguerites are among the most satisfactory flowering plants for pot culture. We have some splendid specimens, round, full and bushy, covered with flowers, in 7-inch pots, at \$1.00 each.

BOSTON YELLOW. Splendid single clear yellow.

SINGLE WHITE. Lovely white flowers; very floriferous.

IVORY. Rich creamy white.

Price of the above: 2 1/4-inch pots, each 15c; 4-inch pots, each 25c

California Flowerland

CHRYSANTHEMUMS

Flowers in abundance, rich in coloring and diverse in form, for a long season—for these qualities and for ease of culture, the Chrysanthemum reigns as

QUEEN OF AUTUMN

IT PAYS TO PLANT PAUL J. HOWARD'S CHRYSANTHEMUMS

Order them by name from our select list. Each plant is vigorous, well rooted, free from disease, and correctly labelled. In no other way can you obtain such a wonderful display. Order early for best selections.

**Strong potted plants ready late in April.
May is the best month for planting.**

Dates given are average for time of maturity of bloom. Also given are dates to start disbudding for large sized flowers.



EXHIBITION CHRYSANTHEMUMS

The largest flowered type, magnificent when disbudded. For show purposes and for large cut flowers, allow one to three blooms to each plant.

PRIZE NEW EXHIBITION CHRYSANTHEMUMS

APPERT. Beautiful large incurved flowers of true golden yellow. Easily grown to a height of 5 feet. Take crown bud.

ILO. A beautiful flower of soft pink, an improvement over the popular old favorite, Lady Hopetown. Height 4 ft. Take bud August 20.

HELENA POCKETT. Enormous and very lovely white incurved variety, surpassing the popular Wm. Turner. Strong grower with excellent foliage. Take crown bud about Sept. 1.

Price of above three, each 25c; 10 for \$2.25; 100 for \$20.00

STANDARD VARIETIES OF EXHIBITION CHRYSANTHEMUMS

Price: Each 15c; 10 for \$1.35; 100 for \$12.00

ANNE NICHOLS. Incurved clear pink with silvery reverse; tall. Nov. 1, take bud Aug. 20.

BARBARA PHILLIPS. Enormous flowers of perfect form, glowing golden yellow, with reflexed petals. Very fine, tall growing plant, to 5 ft.

BRONZE TURNER. Beautiful buff bronze, incurved; medium height. Nov. 1, take bud Aug. 20.

CONSPICUOUS. An exquisite delicate pink, very long stems. Medium height. Nov. 1, take bud Sept. 1.

CORONATION AMARANTH. French purple with silvery mauve reverse. Broad petals of great substance. Tall, one of the showiest exhibition Chrysanthemums, blooms about November 1.

CORONATION ROSE. A lovely pastel shade of old rose, with silvery sheen over the petals. Artistic and a popular flower for cutting, fine for exhibition. Medium early.

GOLDEN MAJESTIC. Rich golden yellow. Medium height, Nov. 1. Take bud Aug. 15.

LOUISA POCKETT. Huge incurved pure white. Medium height, Nov. 1. Take bud Aug. 10.

MAJESTIC. Huge spherical bloom of lovely buff color. Medium height, Oct. 25. Take bud Aug. 20.

ORIENTAL PRINCESS. Charming full flower with narrow petals of rich plum color, silvery white reverse. Medium height, Oct. 25. Take bud Sept. 1.

PERCY LANCASTER. One of the handsomest and largest, with broad incurved petals of old rose, silvery reverse. Grows to 5 ft. tall, blooms midseason.

PINK DELIGHT. Bright reflex.

PURPLE KING. Rich deep rose purple, reflexed. Medium height, Nov. 1. Take bud Sept. 5.

RITA MITCHELL. Huge blossoms of striking bronze salmon, with buff reverse; medium height. Nov. 5 from Aug. 25 bud.

ROSANDRA. Outer petals reflexed, center incurved, forming a flower of wonderful proportion, a lovely pink. Tall, blooms Nov. 1 from Aug. 25 bud.

VERMONT. Salmon pink, irregularly incurved; tall growing. Nov. 1 from Aug. 10 bud.

WILLIAM TURNER. Giant ball shaped flowers of pure white. Blooms Nov. 1.

YELLOW TURNER. Identical in form and size with William Turner, but light golden yellow in color. Nov. 1.

YELLOW POCKETT. Enormous flowers of pure golden yellow. Plant is vigorous, with strong stems and large foliage, grows to 5 ft. and needs plenty of space. Oct. 28.

SIX OUTSTANDING LARGE FLOWERED CHRYSANTHEMUMS

Price: Each 25c; 10 for \$2.25

Flowers of large, rather flat type, ideal for cutting, especially fine for so-called "China 'mums'" where 6 to 8 flowers are allowed to develop on each plant.

JUBILEE. Clear bright yellow of perfect incurved form. Blooms about November 15. Take terminal bud.

ROSABELLA. Magnificent large incurved pink. Early flowering with fine stem and foliage. The flowers keep exceptionally well. Take terminal bud.

ALBATROSS. A very fine white incurved. Take terminal bud for late October bloom.

ANTARCTIC. Pure glistening white incurved flowers of large size. Take terminal bud for late November flower.

BLAZING GOLD. A beautiful globular flower of intense golden yellow. Large flowers in late October from terminal bud. Beautiful too, with 4 to 5 smaller "China 'mum'" type flowers on each plant.

COMET. An early flowering intense yellow.

Azalea or Cushion Type Chrysanthemums

Very dwarf, compact and well rounded plants, producing masses of bloom from early September until late in fall. Very hardy, and splendid for the border or for pot plants.

Price: Each 25c; 10 for \$2.25

Red Azalea	Pink Azalea
Bronze Azalea	Yellow Azalea
	White Azalea

Paul J. Howard's California Flowerland

LARGE FLOWERED COMMERCIAL CHRYSANTHEMUMS

For long stemmed cut-flowers in the home, and for florist use. Plants are of medium height, unless described as SHORT or TALL.

Price: ■ for 25c; 10 for \$1.13; 100 for \$10.00

BRONZE SHADES

BRONZE MISTLETOE. Fine late incurved, blooms Dec. 15. Take bud Sept. 30.

DETROIT HEWES. A marvellous incurved bloom of golden bronze. Oct. 25 from Aug. 30 bud.

MARK TWAIN. Autumn colors, rich bronze, buff reverse, incurved. Nov. 25 from Sept. 15 bud.

WM. H. WAITE. A great deep bronze incurved. Oct. 25 from Aug. 25 bud.

PINK TONES

APRICOT MAY WALLACE. New incurved flower of luscious apricot pink. Nov. 15 from Sept. 15 bud.

FLOYD GIBBONS. Outer edges of each petal rose, center cream, reverse buff, incurved flowers. Low growing, blooms Nov. 8 from Sept. 15 bud.

INDIANAPOLIS PINK. Light lavender pink incurved petals, deeper color on reverse. Oct. 15 from terminal bud.

MAJOR EDWARD BOWES. New bright rose pink, splendid stems and foliage. Oct. 15 from Aug. 30 bud.

MAY WALLACE. Incurved shell pink. An exquisite flower and strong grower. Nov. 15 from Sept. 15 bud.

RED SHADES

ARMISTICE DAY. Strikingly beautiful red with gold reverse, incurved. Nov. 1 from bud taken Aug. 20.

GARNET KING. Rich velvety garnet red, reflexed. One of the most satisfactory of all large Chrysanthemums. Easy to grow; foliage deep green, healthy; plants uniformly produce perfect flowers. Take bud Sept. 20 for Nov. 20 blooms.

HARVARD. Fine deep crimson, reflexed, on low growing plants. Nov. 15, from Aug. 15 buds.

MOHAWK CHIEF. Late red, very rich, with reflexed petals. Dec. 1 from Oct. 1 bud.

POMPON CHRYSANTHEMUMS

Price: Each 10c; 10 for 90c; 100 for \$8.00

AMETHYST. A tone of purple that blends beautifully with other colors. Tall plants. Dec. 1.

CAMPFIRE. Exceedingly brilliant deep red. Tall. Nov. 20.

CHICAGO PEARL. Pure white, like small balls of snow. Nov. 25.

CHRISTMAS CHEER. Large dark yellow, for Christmas.

DUSKY MAID. Splendid round pompon of red and gold, medium sized. Nov. 20.

ELORA. Blush pink with golden yellow center. Nov. 25.

FLAME. Flaming bronze; tall. Nov. 1.

HASEGAWA. Leading bright yellow, blooms early to late.

JEWEL. Bright clear pink. Oct. 15.

LA GRAVERE. Very deep red. Begins to bloom about November 25 and often continues until Christmas.

LITTLE TRUANT. Very small bright bronze. Dec. 10.

MARY MORLEY SELLERS. Lovely deep rose, flushed with gold; decorative type flowers with pointed petals. Nov. 15.

NUBIAN. Tall sprays of chestnut red. Oct. 15.

PIRATE GOLD. Rich golden bronze of outstanding beauty. Nov. 15.

PRINCETON. Deep orange yellow; tall. Nov. 15.

ROYAL QUEEN. Lovely pure white for Thanksgiving. Extra fine.

SHEILA. Clear pink, ideal for cutting. Oct. 25.

THYRA. A perfect deep pink; tall plants. Nov. 1.

VARSITY. An especially fine yellow. Nov. 15.

LAVENDER TONES

HELEN FRICK. Popular deep lavender incurved. Nov. 25 from Sept. 10 bud.

MAUVE QUEEN. Perfect incurved mauve rose; inside of petals showing a reverse of silvery gray. Tall. Nov. 25 from Aug. 25 bud.

WHITE

MARKETEER. A new incurved white, large and ideal in form, that is already popular with growers. Take terminal bud. Nov. 1.

MISS CHICAGO. Unique in form, upper petals incurved, outer ones hang down. Nov. 10 from terminal bud.

MRS. HENRY REA. Pure white with pointed petals. Globular flower, novel and beautiful. Oct. 25 from Sept. 1 bud.

SILVER WEDDING. The most satisfactory white reflex. Tall growing, blooms Nov. 1 from terminal bud.

SPOTLESS. New white of perfect incurved form. Oct. 20 from Aug. 25 bud.

YELLOW SHADES

APRICOT QUEEN. Outstanding large incurved variety, of brilliant orange, with golden reverse. Strong plant with excellent foliage; blooms about Oct. 25. Take bud Sept. 5-10.

COLUMBUS DISPATCH. High globular flower of rich golden yellow. Outstanding in any collection. Oct. 25 from bud taken Sept. 1.

DOLLY DIMPLE. Reflexed, clear light yellow. Take terminal bud for Oct. 25 bloom.

FRIENDLY RIVAL. Immensely popular incurved brilliant yellow. Nov. 15 from Sept. 10 bud.

SECRETARY NEHRING. Bright yellow, perfect incurved flower of the Bonaffon type, large, richly colored. Take bud Aug. 15 for Nov. 15 bloom.

WINDSON GOLD. New deep golden yellow, incurved, similar to Friendly Rival. Oct. 28 from terminal bud.

Beautiful New Pompon Chrysanthemums

Price: Each 25c; 10 for \$2.25.

ARGO. Soft luminous pink. A button pompon that is perfect in form, with flowers nicely placed on the stems. Free-flowering, and a wonderful cutflower. Early November.

BOBBETTE. A lovely shade of deep pink, each petal tipped bronze, with bronze center. Stiff stems display the pretty button type flowers in graceful sprays. Long lasting when cut. Nov.

BROWN EYES. Large bright yellow button type, each petal tipped bronze, forming a pleasing brown eye in center. Nov. 20.

BRONZE PRINCESS. Rich reddish bronze of the large button type, in well formed sprays. Noticably fine in our fields last fall.

EILEEN. Bright cherry red flowers of medium size, blooming about mid-November. Outstanding in color, form, and freedom of bloom.

LORIS. Exquisite bronze, similar to Legal Tender, but in bloom for Christmas.

MEMORIES. A large pompon that is outstanding in beauty of flowers, which are white with soft shading of pink, and in the graceful spray arrangement. Nov. 10.

MONTEREY. Rich rust maroon flowers, in beautifully formed sprays, with rigid stems, ideal for cutting. Plants medium dwarf, in bloom Nov. 20.

NATOMA. A grand showy novelty for the garden. Large flowers of brilliant tomato red, sturdy plants. Oct. 25.

PENELOPE. Brilliant yellow button flowers about one-half inch in diameter. The rounded plants are simply covered with bloom in mid-November. A fine pot specimen.

YELLOW DUKE. The deepest rich golden yellow of all medium sized pompons. Nov. 10.

Single Chrysanthemums

One or more rows of petals; open centered flowers in graceful sprays, charming as decorations in baskets and vases. Some varieties, when disbudded, make startlingly large blossoms.

A GRAND NEW SINGLE CHRYSANTHEMUM

ALECK STRIBLING. One of the finest large pure white single Chrysanthemums we have ever seen. Grows to immense size when disbudded six or seven stems. Long heavy petals of medium size, reflexing from a bright golden center, make a flower of great beauty, having splendid keeping qualities as a cutflower. Stems are strong and erect, clothed with small dark green foliage. Begins flowering the latter part of October and continues over a long period. Price: Each 50c; 3 for \$1.25; 10 for \$4.00.

NINE FINE NOVELTY SINGLES

Price: Each 20c; 10 for \$1.80; 100 for \$16.00

ABSOLUTE. Brilliant scarlet bronze, with clear yellow center. Strong growing with perfect stem and foliage, one of the finest.

BURGUNDY. Burgundy red flowers of medium size, with velvety sheen, very rich.

CHARLO. Very large handsome flowers of apricot bronze, overlaid with rose, petals decidedly reflexed. Strong upright plants, blooming in late November.

GARRY. One of the best large yellow singles, wonderful for cutting. Nov. 1.

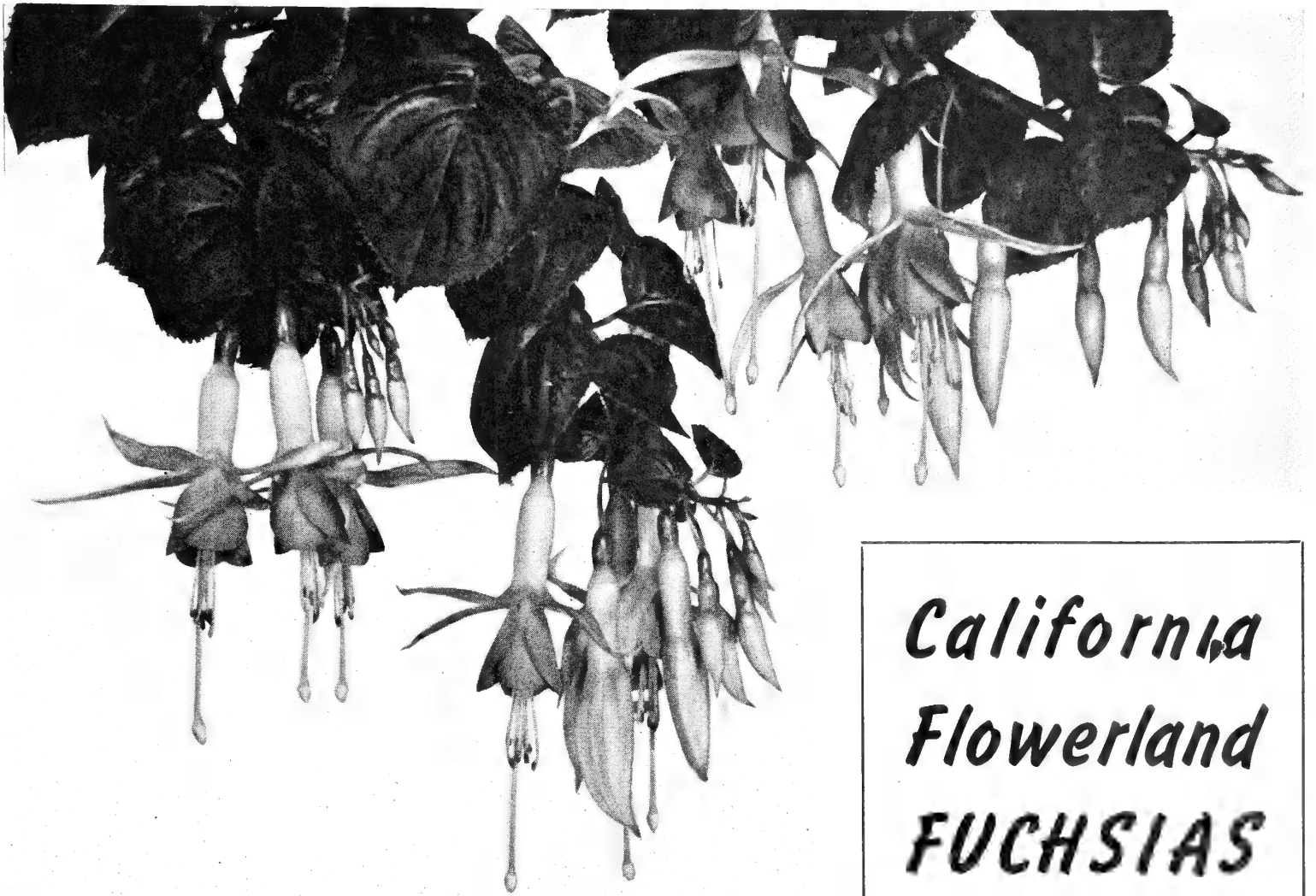
G. HERMAN KINNICUTT. Beautiful bronze amber yellow flowers; dwarf plants of great vigor, free flowering.

ROSE DELIGHT. A charming flower that resembles a bright rose water lily, with white zone around the center. May be disbudded or grown in sprays.

RUTH. Fine large white flowers of symmetrical form, with several rows of heavy petals.

SONIA. An exhibition pink, earlier than Valencia, which blooms for Thanksgiving. Seven to eight rows of broad petals, bright rose, make beautiful large flowers on rigid stems.

WHITE FRAGRANCE. Lovely single white flowers of delightful fragrance, with rich yellow centers. A fine vigorous plant, free flowering, blooming about Oct. 25-30.



New Fuchsia, San Francisco.

*California
Flowerland
FUCHSIAS*

CHARMING NEW INTRODUCTIONS FOR 1941

CLARET CUP. Showy and graceful hanging basket or climbing plant of medium size, with lovely single flowers, the petals being brilliant rose and the sepals pale carmine, a sister seedling to Cascade and Hallowe'en, and many will prefer it for its deeper color.

DR. JOHN GALLWEY. Notable for the immense size of its double flowers, which are exceptionally fine. Creamy white corolla of powder puff form; the long tube and long sepals are of carmine red, the sepals pointing upward and outward from the corolla. A strong, healthy plant, splendid for specimens and for tubs.

FANFARE. A charming climbing shrubby Fuchsia of the type of *F. serratifolia*, but with better and darker foliage, and with much larger flowers. The showy tubular flowers are three inches long, with sharply pointed sepals of glistening Turkey red, and scarlet corolla.

FALLING STARS. The name itself is descriptive of the glowing beauty of this lovely Fuchsia. Graceful plant of weeping and climbing habit, with fine foliage and enormous starry flowers of brilliant scarlet. In bloom almost constantly.

HALLOWE'EN. A splendid hanging basket and climbing Fuchsia, the long pendant branches covered with lovely single flowers of perfect form. The corolla is light plum or lilac, and the sepals are white, flushed with pink.

MADemoiselle. One of the very finest new Fuchsias, the flowers being of the Countess Aberdeen type, single, with recurved white sepals, tipped green, and pale rose corolla, a delicate color combination. The plant, however, is exceptionally vigorous and free flowering, the tips of every branch being covered with flowers almost continuously. Splendid for specimen planting.

MEPHISTO. A grand shrub variety for the garden, and for growing in pots or tubs. Vigorous, with handsome foliage, free flowering over a long period, the flowers being brilliant carmine, very large and showy.

PASTEL. This is described as the Fuchsia without a fault. Forms a dense upright shrub, well branched, with handsome foliage and lovely flowers of pale rose and lavender, the sepals being a Paul Neyron shade of rose, and the corolla pale purple. For specimens and garden planting, we know of no finer variety.

REITER'S GIANT. The biggest and most vigorous double purple sort yet introduced. The flowers are of immense size, often three inches across. The long double corolla is of dark cyclamen purple to petunia purple, and the broad thick sepals are carmine. A strong vigorous plant with thick stems and healthy crinkly foliage, blooming freely over a long season.

SAN FRANCISCO. This grand showy Fuchsia was a sensation at the Fair last season, and for beauty of form, color, foliage, and habit of growth, it is unequalled. Strong growing plants of weeping habit, the branches being gracefully arched, and fine foliage, are in bloom almost constantly. Giant single tubular flowers, with carmine rose sepals and thick carmine rose tube.

WISTARIA. A 1941 introduction that is a sensation wherever shown. The name describes the lovely color, and the climbing or trailing habit of growth. The bud and tube are almost white, tipped pale green. The inside of the sepals is tinged with phlox pink. The single corolla is mallow purple, the petals being oddly formed, with miniature petals at the base.

YERBA BUENA. A tall upright grower with single flowers of unusual form, frilled and serrated. The petals are interestingly twisted and fringed, of deep Tyrian rose, flushed with Rose Madder at the base. Sepals are pale carmine, and curve upward.

Price of any of the above new Fuchsias, large plants in 4-inch pots 60c each—3 for \$1.50.
COLLECTION—
 One each of the 12 for **\$5.00**

CALIFORNIA FLOWERLAND FUCHSIAS

FUCHSIA SPECIES

CORYMBIFLORA. (Peru). Fine tall, spreading aristocratic plant, with large handsome foliage and clusters of very long, brilliant red flowers in clusters.

CORYMBIFLORA ALBA. Like the preceding variety, but with petals of deep pink and long tubes of waxy white.
(Note: **Do not apply commercial fertilizer to these two varieties.**)

MAGELLANICA GRACILIS. (Chili and Peru). A very old type, attaining great height. Vigorous, with small narrow leaves, and in bloom constantly. Small flowers with red sepals and short purple corolla. **35c.**

SERRATIFOLIA. (Peru). Rare, and one of the most beautiful, with long tube of waxy cerise, fading to blush; green tipped sepals and petals of bright orange. Plant is of low growth and should have a cool, shaded position. **4-inch pots, each 50c.**

AMY LYE. Bears a profusion of single coral-orange blossoms with waxy white sepals. Strong, compact plants, constantly in bloom.

ANDRE LE NOTRE. One of the largest doubles, with corolla of deep prune purple, very full, and broad crimson sepals.

AURORA SUPERBA. Magnificent large single flowers with vivid orange petals, light apricot sepals and tube.

BLACK PRINCE. One of the finer older Fuchsias, that blooms freely from early spring until November, producing very large single flowers with broad open petals of deep rosy pink, and bright rose sepals. The plant is of medium height, with fine foliage.

BLUE BOY. Single flowers, corolla of violet blue changing to rosy violet; sepals white, tinted flesh. A strong, tall plant that stands sun well.

BEVERLY HILLS. Striking single flowers with corolla of glowing burgundy red and long sepals of bright coral pink. Strong grower, free flowering; makes a fine specimen plant.

BRENTWOOD. The first all-white double Fuchsia, delicate blossoms of medium size. Low, bushy plants; should have a cool, shady place. **4 inch pots, each 50c.**

CALIFORNIA. Bright orange flowers of good size, with coral pink sepals. Tall vigorous plants, free flowering.

CAROLYN. Lovely double flowers of soft rosy lilac and deep pink sepals. Low growing.

CATALINA. Beautiful large double flowers of snowy white, with long crimson sepals. A strong grower with fine foliage.

COUNTESS OF ABERDEEN. The daintiest of all Fuchsias, with attractive pastel flowers of medium size, waxy white, delicately tinted pink. The plant is of compact habit, with deep green foliage.

FASCINATION. Large snowy double flowers in rosy pink tones, the thick petals of soft rose pink, and sepals of deeper pink. Hardy, and a vigorous grower.

GLENDALE. Dainty coral pink single flowers. Free flowering, hardy, grows quite tall and can stand full sun.

G. MONK. Fine semi-double sort, with deep pink sepals and tube; the corolla a rich purple blue. An excellent compact plant for pot culture, free flowering over a long season.

GYPSY QUEEN. One of the finest and showiest of all Fuchsias. Giant double flowers of rich rosy lavender, with sepals of bright red. A tall, vigorous plant, grand for specimens.

HENRI POINCARE. Very fine single variety, with long violet blue corolla and pointed red sepals. **35c.**

JANE EVANS. Vigorous plant with beautiful foliage. Large single flowers of coral and cerise. **35c.**

JUNE CAROLYN. Grows tall and bushy, with single blooms of coral, blended with carmine, and sepals of salmon tipped with green. **35c.**

KORALLE. Bushy compact plant with lustrous light green foliage and flowers of deep coral, vivid and showy. **35c.**

LORD BYRON. Low growing, compact plant; brilliantly colored flowers of very deep purple and crimson. **35c.**

MARYBETH. A tall plant of graceful habit, with drooping branches. Long white sepals tinted lilac; corolla of soft salmon.

MME. CARNOT. Beautiful large full double flowers, with reflexed sepals of deep pink, and soft pink corolla.

MR. GLADSTONE. Very showy double flowers of deep rich purple.

MRS. JOHN D. FREDERICKS. Free flowering, fast growing large plants, with literally hundreds of dainty salmon-pink blossoms. Will grow in full sun.

MURIEL. Giant single transparent cherry-colored flowers, crimson sepals long and twisted. Strong grower, profuse bloomer over a long season, and one of the best.

NONPAREIL. Very large showy, semi-double flowers of rosy violet blue, with sepals of ivory white, are freely produced over a long blooming season.

OTTO. One of the most popular of all Fuchsias, because of its abundance of large purple and crimson flowers, and its usefulness in a pot plant.

PAMELA. Fine plant with good foliage and large single flowers, petals lavender edged with scarlet, long green-tipped white sepals.

PASADENA. Compact plant with large double flowers; petals snowy white, sepals of deep rose.

PATTY EVANS. New and beautiful double, with snowy white corolla and very long white sepals tinted soft pink on the under side. Very tall and vigorous.

PINK PEARL. Large, showy semi-double blooms with soft rose pink petals and sepals of paler pink.

PRIDE OF EXETER. An old favorite for the garden, with semi-double flowers of light rose and cerise.

PRIDE OF ORION. Very long double flowers of unusual beauty. The corolla is ivory white, streaked with cerise, sepals a deep crimson.

ROSECROFT. Known as the Holly Leaf Fuchsia, because of its thick, deep green foliage. Long flowers with striped pink corolla and crimson sepals. **4 inch pots, each 50c.**

ROSE QUEEN. Brilliant red sepals, petals of clear violet. Very hardy and vigorous plant, with beautiful light green foliage.

ROYAL PURPLE. Richest coloring of all double varieties. Corolla is velvety purple, sepals a bright glowing scarlet. Compact plant of sturdy growth.

SUNSET. Open, bell-shaped single flowers of bright coral, with sepals of delicate salmon pink, tipped green. Medium growth.

SWANLEY YELLOW. Large clusters of long single flowers of rich yellow, sepals of coral pink. Fine ornamental plant with beautiful foliage.

THE CHIEF. A giant double violet and carmine Fuchsia of great beauty. Sepals are brilliant carmine, and the thickly petalled corolla is deep rich violet. A splendid showy plant of fine form and habit.

We can also supply other sizes, as well as large hanging baskets and tree-shaped Fuchsias, many of them in bloom. Please ask for prices.

TRAILING VARIETIES

BALKON. Graceful trailing plant with single flowers of light pink, very dainty. A lovely sort for baskets.

CASCADE. Favorite Fuchsia for hanging baskets, the long curving branches being covered with large single flowers of exquisite pink, salmon and cerise, the sepals long and pointed. Cascade has the most perfect weeping form of any basket Fuchsias, and becomes literally covered with blooms of sensational size.

CLARET CUP—See Novelties.

COVENT GARDEN. A semi-trailing Fuchsia, lovely for baskets or trained on a trellis. Single flowers with deep rose petals and white sepals.

FALLING STARS—See Novelties.

HALLOW'EEN—See Novelties.

MARINKA. Almost a self color, with rosy scarlet corolla and scarlet sepals. A semi-trailing plant that may be staked up to show the gorgeous flowers.

MRS. VICTOR REITER. Fine trailing plant, suitable for baskets. Has beautiful bright green foliage, and flowers of pure crimson, with long slender sepals and tube of creamy white. **4 inch pots, each 50c.**

Mrs. W. H. WARE. Orchid corolla and light pink sepals, well reflexed; a fine semi-double pastel, excellent for hanging baskets.

ORANGE GLORY. Showy and free flowering. Plant of semi-climbing habit, the tips of the long drooping branches loaded with very long, single flowers of vivid orange, with delicate salmon-pink sepals.

SAN FRANCISCO—See Novelties.

THE DOCTOR. Large flowers of attractive pink tones, the corolla deep pink, with long pointed sepals of lighter pink. Sturdy plant of semi-trailing habit.

TREASURE ISLAND. Very fine new hybrid Fuchsia, for shady positions. Beautifully formed flowers of rose, the corolla veined in deeper rose with pale purple shading. Sepals are green tipped. The freest flowering pastel variety; of semi-weeping habit, with long willowy branches.

WISTARIA—See Novelties.

Besides the distinctly weeping Fuchsias described above, the following make lovely baskets:

Muriel
Nonpareil

Patty Evans
Pride of Exeter

WIRE HANGING BASKETS

Empty, complete with hanger.

8 inches	83c
10 inches	1.08
12 inches	\$1.08
14 inches	\$1.33
16 inches	\$1.83

Green moss, for lining baskets, 1 lb. 35c.
(2 lbs. required for 12 inch basket.)

Prices of all Fuchsias on this page, except as noted: 4-inch pots, each 35c. 10% discount on orders for 10 plants of one or assorted varieties, except special collections.

Paul J. Howard's

New Method **BEDDING PLANTS**

In Our Wonderful New PLANT BAND POTS

At last, bedding plants of highest quality, grown from our own selected seed, reliable separate colors of your own choice.

Now Priced So You Can Grow Them in Quantity

EASY TO BUY

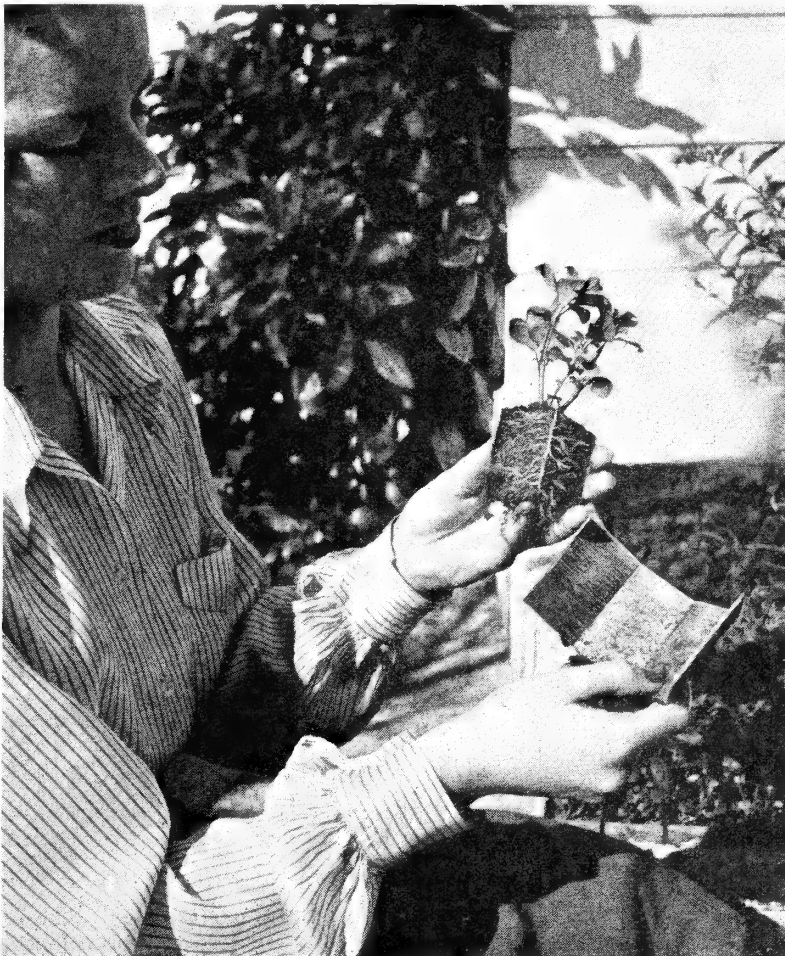
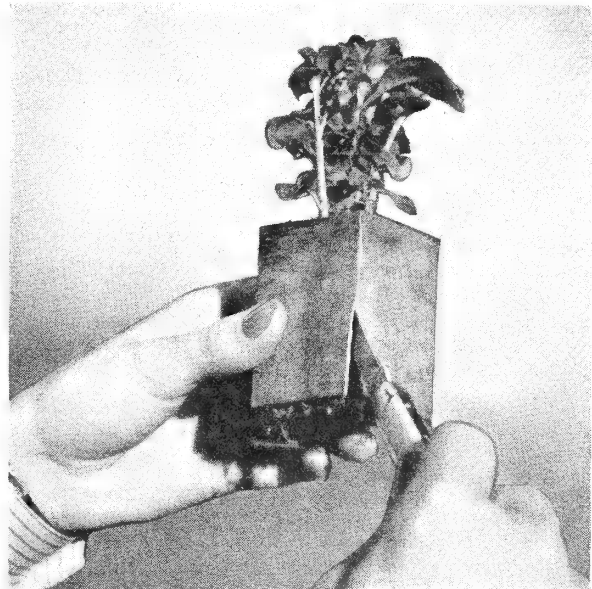
See how easy they are to carry in these handy trays of 25 individually grown plants. Note the uniform, full development of each plant.

PLANTS IN PLANT BAND POTS ARE STRONGER

Each has its own root system, not tangled up with others as are flat grown plants.

Plant band pots hold more soil than 2¼ inch pots; each plant has an equal amount of soil and fertilizer, giving each one an equal start. They are more fully developed when you plant them, will start growing in your garden right away, and come into bloom sooner.

Plants in Plant Band Pots Save You Money, because no roots are damaged in transplanting, therefore losses are out.



EASY TO PLANT

Plant Band Pots save you time and effort. You don't have to plant them all at once, either. Plant Band Pots protect the roots from drying or injury. Space them in the beds and plant as desired.

Simply slit up one corner of the band with a knife; **how** readily it slips off.

Notice the active root system, ready to reach out into your prepared soil.

Best of all, after planting, notice their quicker response, stronger growth, and superior blooming qualities.

Never again will you want to bother with ordinary flat-grown plants.

Our finer strains of Bedding Plants are **now** available in Plant Band Pots. See the following pages for list of varieties.

MAIL ORDERS

We ship plants in plant band pots by express, carriage charges collect. Because the roots are so well developed and protected, safe delivery is assured.

We cannot fill orders for plants for less than \$1.00.

BEDDING PLANTS for Spring, Summer, and Fall Flowers

California Flowerland Selections in New Plant Band Pots (See preceding page)

Price of all varieties except where noted—25 plants for 50c; 100 for \$2.00

AGERATUM. Favorite bedding and border plant, blooming nearly the year 'round.

Blue Perfection. 9 to 12 inches high. The best blue for bedding.

Purple Perfection. Similar to the above, except in color.

Midget Blue. The most uniformly dwarf Ageratum that can be grown from seed.

Price: 25 for 50c; 100 for \$2.00

AMARANTHUS. Molten Fire. Brilliant foliage plant that makes showy beds of glowing color. 25 for \$1.25; 100 for \$5.00.

CALIFORNIA FLOWERLAND

Asters

GIANTS OF CALIFORNIA. Huge fluffy flowers with curled and interlaced petals. Stems long and stout. **Shell Pink, Rose, Crimson, Azure Blue, Purple, White, Mixed.**

GIANT CREGO ASTERS. Ostrich blossomed branching type, wilt resistant. We offer the same colors as above.

CALIFORNIA SUNSHINE ASTERS. Beautiful large flowers with single row of long graceful petals surrounding a cushion center of contrasting creamy yellow. **Flesh Pink, Shell Pink, Salmon Pink, Rose Pink, Lavender, Light Blue, Purple, White, Mixed.**

GIANT SINGLE ASTERS. Lovely for cutting, like large colored Shasta Daisies. **Flesh Pink, Shell Pink, Rose Pink, Lavender, White, Mixed.**

Price of All Aster Plants: 25 for 50c; 100 for \$2.00

CELOSIA PLUMOSA. Plumed Cockscomb.

Brilliant plumed flower heads, for colorful beds and borders, or for growing in pots, blooming for a long season.

Pride of Castle Gould. Select strain of brightest colors, red, orange, and yellow, mixed. **Crimson, Yellow.**

CELOSIA CRISTATA. Crested Cockscomb. **Royal Velvet.** Immense flower heads of richest crimson. 2 feet.

Glasgow Prize. Dwarf dark crimson. Price: 25 for 50c; 100 for \$2.00

COSMOS. Selected Strains.

Early Double. Crimson, Pink, White, and Mixed. **Sensation.** Extra early flowering, very large single blossoms, pink, white, and mixed. Price: 25 for 50c; 100 for \$2.00

DAHLIA. These dwarf bedding Dahlias make very colorful beds, and are as easily grown as Zinnias and just as showy. They are colorful for cutting, and also.

Coltness Hybrids. Lovely single flowers in a grand mixture of colors, rose, pink, white, yellow, orange, scarlet, etc. Height about two feet.

California Flowerland Dwarf Double Dahlias. Selected strain, especially fine for cutting and bedding, in a mixture of lovely colors.

Price of Dahlias: 25 for 85c; 100 for \$3.50.

GAILLARDIA. **Paul J. Howard's Double Annual Strain.** Very large, fluffy double flowers in rich shades of salmon, orange, golden yellow, and maroon, mixed.

Indian Chief. Single flowers of rich bronze mahogany. Price: 25 for 50c; 100 for \$2.00

LOBELIA. For borders and edgings of deep blue, there is nothing to equal Lobelias, as they are always covered with bright blossoms from spring until frost.

Cambridge Blue. New light blue; dwarf, with green foliage.

Emperor William. Gentian blue, green foliage. **Crystal Palace.** Dark blue, bronze foliage.

Price of the above Lobelias, 25 for 50c; 100 for \$2.00.

Trailing Lobelia. For hanging baskets and pots. Price: 12 for 75c; 25 for \$1.25. In 2 1/2-inch pots, each 10c.

Marigolds

GIANT AFRICAN MARIGOLDS. **Orange King, Lemon Queen.**

CARNATION FLOWERED. Very large, loosely ruffled flowers. **Yellow Supreme, Orange Supreme, Guinea Gold.**

SUNSET GIANTS. The largest flowering of all Marigolds, with fragrant flowers. Colors range from deep golden orange to light yellow.

CROWN OF GOLD. New type, with cushiony center and broad rayed petals; odorless foliage.

DWARF FRENCH MARIGOLDS. For borders and edgings.

Golden Ball. Attractive border plant with round double flowers.

Lemon Ball. Bright light yellow.

Dwarf Double Mixed. All shades of yellow, orange, and mahogany red.

Harmony. Charming and distinct, with collar-like of bright velvety maroon surrounding a cushion of bright orange.

Legion of Honor. Showy single golden yellow flowers, marked with brown at the base of each petal.

TALL FRENCH MARIGOLD.

Josephine. Single brown flowers on fine stems for cutting.

Tagetes signata pumila. One of the finest dwarf border plants in our entire list. Miniature Marigold with fine foliage, plant is continuously in bloom.

Price of Marigolds, 25 for 50c; 100 for \$2.00.

CALIFORNIA FLOWERLAND

Petunias

Petunias are America's favorite flowers for bedding, borders, pots, and window boxes. From our extensive list of wonderful varieties, you can choose the types and colors to suit your taste.

DWARF BEDDING PETUNIAS.

Rosy Morn. The old favorite of this group, rose with white throat.

Admiral. Delightful rich violet blue wavy flowers.

Blue Bedder. Violet Blue.

Celestial Rose. Finest bright rose.

Cream Star. Soft creamy white.

Crimson.

Glow. Rich carmine rose. Very fine.

Heavenly Blue. Light blue.

King Henry. New velvety red.

Salmon Supreme. Salmon pink.

Snow Queen. Pure white.

Twinkles. Rose with white star.

Violacea. Deep velvety violet.

Price: 25 for 50c; 100 for \$2.00.

All Double Petunias

This is a wonderful strain, bearing huge fluffy blooms of rich color and fragrance, on compact shapely plants. They are unexcelled for pot culture and display beds, and lovely for cut flowers, too.

Apple Blossom. Soft salmon pink.

Amaranth. Rich amaranth red.

Blue Brocade. 1941 All America novelty. Beautiful rich violet blue.

Gaiety. Rose red, variegated with white.

Loveliness. Clear pink.

Orchid Beauty. Light lilac with deeper violet veins.

Snowball. Pure white.

World Beauty. Lovely shade of bright rose.

Victorious. A brilliant mixture of the above rich colors.

Price: 25 for \$1.25; 100 for \$5.00.

PETUNIA HYBRIDA. Shapely plants, somewhat taller than the dwarf bedding plants. Fine for pots, window boxes, as well as for bedding.

Gen. Dodds. Velvety blood red.

Hollywood Star. Interesting star shaped flowers, rich rose.

Topaz Rose. Rose with topaz throat.

Price: 25 for 63c; 100 for \$2.50.

BALCONY PETUNIAS. For pots, window boxes, and for covering banks. **Violet, Crimson, Rose, White.** Price: Same as the above.

MINIATURE PETUNIAS. A new strain of very dwarf compact type, not more than six inches high, splendid for borders.

Brilliant Rose Gem. Deep rose.

Pink and White Gem. Rose pink, starred white.

Rose Crepe de Chine. Rich rose, silky waved flowers.

White Gem.

Violet Gem.

Price: 25 for 63c; 100 for \$2.50.

MINIATURE RUFFLED PETUNIAS. Plants are of the same very dwarf habit, but with frilled and ruffled flowers larger than the Gem type.

Betsy Ross. Red and white ruffled flowers with deep red and gold throat.

Martha Washington. Blush pink, veined deep red, ruffled.

Price: 25 for 63c; 100 for \$2.50.

GIANT RUFFLED and FRILLED PETUNIAS. (Ruffled Mammoth). This type has the largest flowers of all, heavily frilled and ruffled, with veined throats.

Camilla. Lovely pink with darker veins and throat.

Enchantress. Bright Tyrian rose with distinct white throat.

Prince of Wuerttemberg. Rich red with shiny deep purple throat.

Ruffled Mammoth, Mixed. Giant flowered strain, containing all the richest and most desirable colors.

Giants of California. Our strain is the finest of all the Mammoth Petunias, the plants being compact and dwarf in habit, especially suited for pots and bedding. Flowers are beautifully ruffled and fringed, in a fine range of colors. Price: 25 for 63c; 100 for \$2.50.

SINGLE FRINGED PETUNIAS. This is the large flowering type, but not as huge as the above. The flowers are beautifully fringed, and clear in color. They make particularly fine displays in large pots.

Caerulea. Sky blue.

Dainty Lady. Delicate pale yellow.

Lace Veil. More dwarf than White Beauty, heavily frilled white flowers.

Scarlet Beauty. Very brilliant.

Setting Sun. One of the brightest of all, brilliant rose, dwarf and spreading.

Theodosia. Rosy pink, golden center.

Pink Triumph. Bright pink.

White Beauty. Lovely pure white.

Single Fringed Mixed.

Super Fluffy Ruffles, Mixed. Flowers are so deeply ruffled and frilled that they have the appearance of being double. A fine mixture of colors.

Price of the above Petunias: 25 for 63c; 100 for \$2.50.

RUDBECKIA—Kelvedon Star. Richly colored, showy flowers of deep golden yellow, with mahogany zone and dark brown centers, on stiff stems. Neat, upright plants. 25 for \$1.25.

SALPIGLOSSIS. Tall growing annuals for bedding and cutting, with richly colored funnel-shaped flowers.

Crimson, Blue and Gold, Rose and Gold, Violet, Yellow, Mixed.

Price: 25 for 50c; 100 for \$2.00.

VENIDIUM FASTUOSUM. Large showy daisy-like flowers of vivid orange yellow, black centered. 2 feet.

Price: 25 for 85c; 100 for \$3.50.

California Flowerland ZINNIA PLANTS

GIANT ZINNIA

California Flowerland Pastel Shades

Our own selection of giant flowered Zinnias, midway between the Dahlia Flowered and California Giants, as to type, with flowers 5 and 5½ inches in diameter. A true pastel mixture, containing a wide range of delicate shades, soft yellow, cream, old gold, light pink, apricot, salmon, and white. Exquisite for cutting, delightful for the garden. Plants are strong, robust, and free flowering. **25 for 50c; 100 for \$2.00.**

GAILLARDIA FLOWERED ZINNIA

A California Flowerland Selection

Few of our display beds were more admired than our planting of this charming new Zinnia. From the best types we selected the seed for the plants we are growing this year. The flowers are of medium size, double and semi-double, and unique as to form and colorings. Petals are long and narrow, incurved or fluted, tipped with white, cream, or pale yellow about half their length, giving a curious bi-color effect. Colors are vivid and clear, like those in Navajo rugs,—crimson, orange, yellow, rose and pink, lilac and lavender. **25 for 50c; 100 for \$2.00.**

PAUL J. HOWARD'S

Giant Dahlia Flowered Zinnias

The most popular of all Zinnias, grown in separate colors; you may choose your own color scheme.

Our strains of Zinnias are far superior to the ordinary commercial strains usually offered.

CANARY BIRD. Rich canary yellow.

DREAM. Lavender shades.

EXQUISITE. Pink and rose shades.

GOLDEN DAWN. Golden yellow.

GOLDEN STATE. Gold, deepening to orange.

LUMINOSA. Bright deep pink.

ORIOLE. Orange and gold bi-color.

POLAR BEAR. Creamy white.

SCARLET FLAME. Bright scarlet.

WILL ROGERS.

MIXED. The above and other colors.

Price: 25 plants for 50c; 100 for \$2.00.

Lilliput Zinnias

Little pompon flowers on compact, 1½ to 2 ft. plants. Separate colors: Canary yellow, Scarlet, Salmon-pink, White, or all colors mixed. **25 for 50c; 100 for \$2.00.**

Zinnia Haageana

Dwarf plants with multi-colored blossoms, for brilliant beds and borders. The small double flowers make attractive bouquets in vases and bowls. Mixture of attractive colors. **25 plants for 50c; 100 for \$2.00.**

Zinnia Linearis

PAUL J. HOWARD'S RESELECTED STRAIN

A most unusual gay little border or bedding plant, always neat, and constantly in bloom, over a long season. Plants grow 8 to 10 inches high, with spread of two feet, and are simply studded with small single flowers of golden orange, dark centered, and striped with light lemon yellow through each petal. This variety is almost perennial in habit of growth and flowering season. **25 for 63c; 100 for \$2.50.**

HOWARD'S GIANT CRESTED ZINNIA

A Sensational Novelty for 1941

Zinnias, so much improved in recent years, are now among the most popular summer garden flowers. Here, though, is a novelty so different and intriguing that everyone will want to grow them for cutting and garden decoration. Originated by the noted hybridist, Mr. Fred H. Howard, who describes them thus: "The blossoms average from 4 to 5 inches in diameter, with a full rounded cushiony center surrounded by broad guard petals. Colors are charmingly bright and fresh, with magnificent shades of orange, scarlet, yellow, maize, rose and crimson predominating. As cutflowers or for the garden, they are without peer, and will undoubtedly become important cutflowers for florist use."

Price, in our new plant band pots, Mixed Colors, 25 for 63c; 100 plants for \$2.50



California Flowerland DAHLIAS



Decorative Dahlia, NOPAL—35c

From hundreds of varieties of Dahlias, we have chosen for our list the outstanding sorts from world-wide sources. Included are many beautiful novelties of special merit and standard varieties that have proven best.

Few flowers return so much for the amount of money and time expended as the Dahlias. They are easy to grow, prolific bloomers, and offer infinite variety of color and form.

Whether you grow Dahlias for garden decoration, exhibition, or cut flowers in the home, or as a hobby, you will find many intriguing varieties in our list.

It is important that you plant only select tubers in order to produce vigorous growing plants and perfect blossoms. Commercial growers recognize this fact and are extremely careful in the selection of the tubers they plant, and each year discard many tubers which, although they would grow, would not give the best results. These discarded tubers are sometimes offered to amateur growers at very low prices,—it is therefore important that you know the tubers you plant are reliable. Paul J. Howard's tubers are from selected stock, strong, clean, and free from disease. Planting them insures you against much possible disappointment.

California Flowerland Large Decorative Dahlias

ALACE. Very large flowers of bright cerise with silvery reverse. 50c.

ANNEKE. A striking variety from Holland. Rich glowing scarlet with a golden glow at center. Broad rounded petals; a fine cut flower. 75c.

ANNA BENEDICT. Large deep crimson, with velvety dark bronze sheen, an odd, artistic coloring. Vigorous, free flowering, on strong stems. 50c.

BALLEGO'S GLORY. Striking combination of mahogany and old gold. Shapely, long lasting, broad petalled flowers. 50c.

BOBBY DEAN. A sensational new color, iridescent pinkish golden buff; it has every good quality,—long keeping, perfect size and form, and good stems. 75c.

CHINESE LANTERN. Large, informal decorative flower of brilliant Chinese red. 50c.

CLARA CARDER. Beautiful large informal flower of rich cyclamen pink. 50c.

CLARA CLEMENS. Dark red with white tips. The large ball-shaped flowers are ideal for cutting, making a striking display. \$1.00.

DAILY MAIL. Large golden yellow with bronzy center. Has won high awards wherever shown. 75c.

DEUIL DU ROI ALBERT. A most unusual novelty from Belgium, different from anything we have seen. The petals are rich purple at the base, the outer half pure white. The flowers are of nice size, the petals gracefully curved, giving a striking bi-color effect. \$1.00.

FLAMING METEOR. Bright orange scarlet, shaded buff. An excellent flower, always popular. 50c.

FOREST FIRE. Enormous flowers of sensational coloring. Bright scarlet with deep yellow at base of petals. 75c.

FRANCES DUNCAN. Fine large flower of soft true lavender. 50c.

FRANK SERPA. Unusual purple crimson on lavender ground. Strong stems. 50c.

GEM. White, tinted lavender. 35c.

GOLDEN BRONZE. Large gold and apricot flowers carried on tall stiff stems well above the large, dark green foliage. 50c.

GOVERNEUR VAN SONSBEECK. Seedling of Jersey's Beauty, strong in growth. Flowers of soft peach pink, with creamy center; long straight stems. \$1.00.

GRACE GULLIVER. The intense rose pink flowers are wonderful for cutting, with long, straight stems. 75c.

HELLY BOUDEWIJN. A lovely new pure white Dahlia with broad, waxy petals, curved inward like a water-lily. The flowers are medium sized, just right for flower arrangements, on long slender stems. Has captured prizes all over the world. \$1.00.

HOLLYWOOD. Rich pure gold in color, large, long-stemmed, delightful in form. One of the finest of all. 50c.

JAE MAE LANE. Perfectly formed pure white, on long straight stems. 35c.

JANE COWL. Massive blooms of bronze and old gold. 35c.

JERSEY'S BEAUTY. The most popular pink Dahlia. 35c.

JOSEPHINE. Lovely bright rose pink, enlivened with golden tone. 50c.

KENTUCKY SUN. Large, brilliant deep yellow. 50c.

LAVENDER LADY. Very large silvery lavender; a good keeper and a fine cutflower. 50c.

LEIDEN'S ORANGE. Lovely new Holland type, deep orange, shaded scarlet on long stiff stems. 75c.

LILLIAN HODY. Large lovely lavender. 35c.

MAJOR EDWARD BOWES. Lovely shell pink, most desirable for home decorations or exhibition. Broad petals, rounded at the tips. 50c.

California Flowerland

Decorative Dahlias

MARGARET COLE. Buff, with white tips. 35c.

MARGARET LEWIS. Large lavender, a fine free bloomer. 50c.

MARGE NELL. Very large gold, informal decorative type. 50c.

MARGRACE. Large blooms of brilliant scarlet, with gold tips and tan reverse. 75c.

MARESCIALLO BALBO. Enormous flowers on very strong stems, amber yellow and brown. 50c.

MAYME NATHAN. Brilliant, glowing American Beauty red. A sensationally colored, very large flower that immediately attracts attention. 75c.

MRS. I. DE VER WARNER. Popular glowing mauve pink. 35c.

MT. SHASTA. White, with faint lavender center. Long stiff stems, fine for cutting. 50c.

NAGEL'S GLORY. An outstanding Dahlia with perfectly formed flowers of bronzy salmon with a copper glow. \$1.00.

NOPAL. Rich glowing deep red, large flowers on perfect stems. 35c.

ORIENT. Bright orange, on semi-dwarf plants. Free flowering, making a fine garden display. 50c.

PAUL J. HOWARD. Very large bright yellow. This variety was outstanding in our fields last season, carrying its flowers on towering stems. \$1.00.

PINK ABUNDANCE. Very large bright rose pink. 35c.

PIUS XI. Apricot yellow, with buff shadings, rosy salmon glow and white tips. The medium sized flowers are excellent keepers. 75c.

PRIDE. Very large informal decorative Dahlia, in rich autumn tones. 35c.

RED BIRD. Huge brilliant red, beautifully shaped, on fine stems. 50c.

RED CHAMPION. Rosy red on fine stems, excellent for cutting. 75c.

ROCKLEIGH MOON. Very large yellow, lighter on reverse side of petals, veined and tinted pink. 75c.

ROSE GLORY. Bright tyrian rose. 35c.

ROYAL WHITE. Excellent cutflower variety, pure white on tall straight stems. 75c.

SALMON GIANT. Enormous flowers of salmon and terra cotta. 50c.

SALBACH'S WHITE. Favorite white. 50c.

SHOWA. Striking bicolor, well shaped flowers on good stems, cerise with white tips. \$1.00.

SNOWBALL. Large white formal type; a fine keeper. 50c.

SONIA. Magnificent wine red on straight upright stems. A wonderful keeper, that comes as near to being perfect in every way as any Dahlia grown. 50c.

SULTAN. Lemon yellow and gold, with pink cast; long stems. 50c.

TOMMY ATKINS. Flaming scarlet. 35c.

TOWER'S EMPIRE. This had the largest flowers of any in our fields. Bright gold, full petalled, on tall straight stems. The petals are prettily pointed. 75c.

WHITE ABUNDANCE. Large white. 50c.

WHITE DUCHESS. Huge exhibition blooms of pure white, broad petalled, long stemmed. 50c.

WHITE WONDER. Giant pure white, with long pointed and twisted petals. 35c.

YELLOW QUEEN. Large deep yellow. 35c.



Cactus Dahlia, CALIFORNIA BEAUTY—50c
See Cactus Dahlias next page

Miniature Decorative Dahlias

All varieties in this group are also charming cut flowers, as are those of the Miniature Ball type.

COCARDE. Golden orange, rounded blossoms on stiff stems. 35c.

DR. MARGARET CLARK. Gold with deep orange shadings, free blooming. 50c.

GLORIOUS. A lovely bright raspberry color, quilled petals. 35c.

ORIENTAL. Orange and gold. 35c.

PANSY. Deep velvety cerise, with almost black center. 35c.

TEDDY BEAR. This unusual little flower is fascinating for floral arrangements. The rosette shaped flowers are only two inches in diameter, stiff, wiry stems, and rich crimson in color. Different from any other flower we know. 50c.

Miniature Ball Dahlias

Favorite florists' flowers, easy to handle and arrange, and very long lasting. They have very long straight stems, and the flowers are larger than the other Miniatures, about three inches across.

ATHENA. Rich deep yellow. 35c.

BETTY ANN SIMS. Lovely true pink. 50c.

DARKY. Such a deep red it is practically black. 35c.

LEO CARILLO. Very attractive deep rose. 50c.

RADIANT. Extra choice bright orange, very long stems. 35c.

SAN DIEGO. Brilliant red. 50c.

SHIRLEY TEMPLE. Pure deep yellow. 35c.

TIPPY. Old gold, center and tips of petals lavender; very lovely. 35c.

Petite Dahlias

Very small Miniatures, prolific bloomers, on long stems. In form, they are more graceful than Pompons.

FIVE COLOR GROUPS

Autumn Shades

Salmon Shades

Red Shades

Yellow Shades

Pink and Rose Shades

Each 20c; Six for \$1.00

California Flowerland Cactus and Hybrid Cactus Dahlias

Cactus Dahlias produce beautifully formed double flowers, with long, graceful petals, incurved and twisted, sometimes fluted, on strong stems. They are fully double, of good size, not too large for artistic floral decoration.

The Hybrid Cactus types have broader petals, forming broad, flat flowers of interesting appearance.

The plants are very free flowering, of strong, vigorous growth, splendid for garden display.

ALEX CRAIG. Large hybrid Cactus of rich pink, with a white center. A lovely cut flower variety. **\$1.50.**

ANDREAS HOFER. Soft pink, with creamy center. Medium sized true Cactus, popular for cutting. **50c.**

BETTER TIMES. True Cactus, lovely lilac-rose, on stiff stems. **50c.**

CALIFORNIA BEAUTY. Pure copper, always in demand. A graceful, true Cactus type. **50c.**

CARRARA. Large pure white hybrid Cactus. Beautifully formed and a wonderful cut flower. **\$1.00.**

CORALLINA. Huge hybrid Cactus of striking brick red, on long stems. **50c.**

GEBR. VAN RAEMDONCK. Hybrid Cactus, salmon rose with primrose center; long, strong stems. **50c.**

GOLDEN AGE. Hybrid Cactus, rich amber on long wiry stems, fine for cutting. **75c.**

GOLDEN STANDARD. Hybrid Cactus. Large golden bronze and gold, like Jane Cowl in color. **75c.**

INKYO. Hybrid Cactus. Handsome velvety blackish crimson. **35c.**

JAMBOREE. Hybrid Cactus, of unusual and striking beauty. Clear rosy lilac in color. **\$1.00.**

MISS BELGIUM. Bright orange, of medium size, exceptionally fine for cutting. A true Cactus. **50c.**

M. PIERRE LUNDEN. Like Miss Belgium in size and type, equally fine for cutting, in a lovely tone of rose pink, with golden center. **75c.**

NAGEL'S BIJOU. One of the finest introductions in many years, excellent for cutting and in the garden. Hybrid Cactus type of beautiful salmon rose, with a lighter, glistening sheen at ends of petals. **\$1.00.**



Cactus Dahlia, **ORIENTAL BEAUTY—\$1.00**

NOCTURNO. Dark crimson hybrid Cactus on slim, strong stems. **50c.**

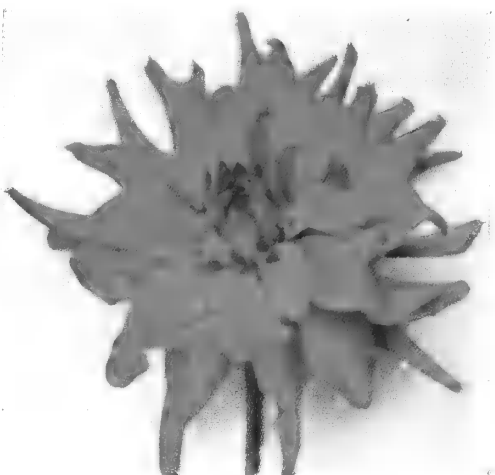
ORIENTAL BEAUTY. Always in demand, but always scarce because it propagates slowly. Brilliant pure rose without compare for sheer beauty of color and form. **\$1.00.**

ORIENTAL GIRL. A fine pink. **75c.**

ROYAL DUTCH. Enormous hybrid Cactus of gold and bronze. Free flowering. **75c.**

WEPEZO. Brilliant geranium red; long slim stems, fine for cutting. Medium sized hybrid Cactus. **50c.**

California Flowerland MINIATURE CACTUS DAHLIAS



Miniature Cactus Dahlia, **MARKET JEWEL—50c**

This group of Dahlias, small to medium in size, are the most graceful of all. Their slender, wiry, stiff stems adapt them to floral work, and in vases and baskets they are charming. Miniature Dahlias can be used in the home where there is often no space for the larger types.

BABY ROYAL. Semi-cactus. Salmon pink on golden ground, gracefully curled petals. **35c.**

MARKET JEWEL. Beautiful velvety red, free flowering, long stemmed. **50c.**

MARKET GLORY. Another gem for cutting,—rose pink. **\$1.00.**

Plant Dahlias in April, May, June and July. Green plants or tubers give equally good results. They grow in any good soil, but should have good drainage. Plant the tubers about 4 inches deep, placing them on their side, with sprouted end inclined slightly upward. Drive stakes in place at time of planting, and keep plants pinched back at first, to make them branch.

DAHLIA STAKES. Stained green, 1" by 1" by 5 ft. stakes, 90c per dozen.

A Group of Lovely Little Cactus Dahlias

WITH SLIM, WIRY STEMS

LITTLE DARLING: Perfect little Cactus type flowers of bright pink, with creamy center. **75c.**

LITTLE DREAM. Pretty rose-pink, distinctly tipped with white. **35c.**

LITTLE JENNY. Rosy pink, with canary yellow center; very free flowering. **75c.**

LITTLE SNOW QUEEN. Pure white, enlivened by a faint greenish glow in the center. One of the most artistic cutflowers imaginable. **50c.**

One each of the above four
A CHOICE COLLECTION **\$1.95**
Value \$2.35, for

California Flowerland

Pompon Dahlias

Fascinating small flowered Dahlias that are valued as cut-flowers for house decoration, particularly for the table. The pretty, symmetrical, ball-shaped flowers, in bright, gay colors, are produced on long stiff stems, and last a long time in water, without burning the stems. The plants are free flowering, and make a fine display in the garden.

- ALICE HAITT.** Rich red, prolific. 35c.
- AMY.** Pale lavender, white base. 35c.
- ANNA VON SCHWERIN.** Small, perfect delicate pink. 50c.
- BEATRICE VAN VOLKENBERG.** Bright pink. 35c.
- BLUSH.** White, delicate pink blush. 50c.
- BRUNETTE.** Deep red, tipped white. 25c.
- CIELITO.** Best mauve lavender. 50c.
- DAN COTA.** Warm autumn shades. Small, perfect flowers. \$1.00.
- EDNA TULLER.** Gold, tipped red. 35c.
- GERTRUDE WESTCOTT.** Charming bronzy yellow, each petal tipped mahogany red. Lovely used separately or in combination with other types and colors, in flower arrangements. 50c.
- JOE FETTE.** The best white. 25c.
- HELEN COHAN.** True pink, silver tips. 50c.
- MARY MUNNS.** Deep mauve. 25c.
- NORA.** Good tan color. 50c.
- ORITO.** Perfect pure bronzy gold. 50c.
- PENNY.** The finest deep yellow. 50c.
- SALLY LEE.** True lavender. 50c.
- TOY.** Deep bright pink. 50c.
- TAKA'S PURPLE.** Rich purple. 35c.
- YELLOW GEM.** Bright yellow. 25c.

Dahlias for Bedding

Dwarf Dahlias make beds as colorful as Zinnias, blooming for a long time. See Bedding Plant Section for plants of our Dwarf Double Dahlias and Coltness Hybrids.



PAUL J. HOWARD'S PRIZE POMPONS

CALIFORNIA FLOWERLAND Pompon Dahlia Collection

Illustrated in color, reading from top down:

Gertrude Westcott	50c	Anna von Schwerin	50c
Taka's Purple	35c	Mary Munns	25c
Alice Haitt	35c	Cielito	50c
Orito	50c		

Collection Price, \$2.95

Collection Price—One each of the 7 choice
Pompoms (\$2.95 value) for **\$2.50**

California Flowerland CANNAS —A Choice Collection

Glorious free flowering subjects that raise their immense trusses of flowers high above their luxuriant tropical foliage.

With a return to gayer and more colorful gardens and homes, Cannas are finding renewed favor. The foliage and flowers are valued, too, in floral arrangements.

CALIENTE. This canna, a Paul J. Howard introduction, stands unsurpassed in every way. The very large flowers are vivid scarlet-red, of great brilliancy and evenness of tone. Petals of broad rounded form, display their glistening color with utmost effectiveness. The flowers are borne in enormous trusses, the old flowers dropping off cleanly, so that the plants always are perfect in appearance.

ALFRED MAUTHIER. Fine deep crimson. 3½ ft.

ALLEMANIA. Bright red flowers with a margin of golden yellow. 5 ft.

AUSTRIA. Rich yellow, crimson in throat, green foliage. 3 to 4 ft.

CITY OF PORTLAND. Beautiful clear rose-pink, with large trusses well above the bright green foliage. 3½ ft.

DOROTHY. Brilliant new hue of salmon-scarlet, with orange sheen. 4 ft.

EUREKA. Nearest to pure white of any Canna. Flowers large and fine, soft creamy white. 4 ft.

FIRE BIRD. Intense brilliant scarlet blossoms of enormous size. Bright green foliage. One of the best. 4½ ft.

FLORENCE VAUGHAN. Fine pure yellow. 4 ft.

GLADIATOR. Deep yellow, dotted red. 4½ ft.

GOLDEN EAGLE. The best of the clear yellow cannas, a clear golden color. Free blooming and very effective. 4 ft.

GUSTAV GUMBER. Deep rich golden yellow, without marking. Green foliage, very fine. 3½ ft.

HUNGARIA. Large pure pink flowers. Plant of splendid habit of growth, with rich dark green foliage. 4 ft.

KING HUMBERT. Intense scarlet, with bronze foliage. Very popular. 4½ ft.

LA FRANCE. Large, clean flowers of an even shade of pure pink.

LOUIS CAYEUX. Giant flowered, clear bright rosy scarlet, with a golden cast. 4 ft.

MARY THILOW. Clear salmon rose, like Mrs. A. Conard, but with bronzy foliage. 4 ft.

MORNING GLOW. Soft salmon pink with a golden cast. Very beautiful.

MRS. ALFRED CONARD. Clear salmon pink; very free flowering. Green foliage. 4 ft.

MRS. PIERRE S. DUPONT. A gorgeously beautiful canna of a vivid watermelon pink. The flowers are very large, in massive trusses. 4 ft.

OLYMPE. Rich carmine rose, shading lighter toward the center. Trusses very large. 5 ft.

PANAMA. Fiery orange scarlet, edged gold. Reverse of petals gold, with large scarlet spots. Green foliage. 4 ft.

STUTTGARTIA. Orange scarlet, edged golden yellow, dotted with light scarlet. 4 ft.

THE PRESIDENT. This great red canna possesses every desirable quality. Of immense size, unsurpassed vigor, brilliant color, and a free bloomer. Green foliage. 5 ft.

Prices of the above Cannas:
Strong roots, 15c each; 10 for \$1.35; 100 for \$12.00

1-gallon containers, large clumps, 35c each;
10 for \$3.15

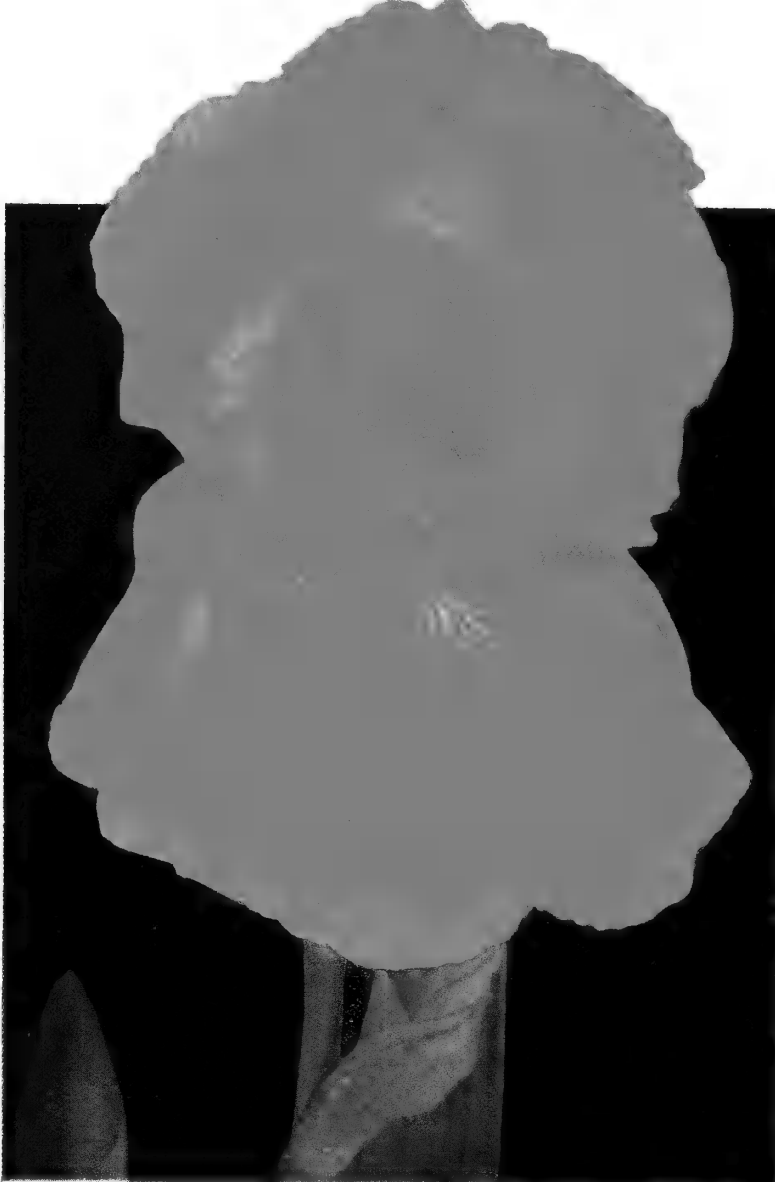
CALIFORNIA FLOWERLAND

Hardy Garden Iris

Collected from beautiful Iris gardens of France and America by Paul J. Howard, to enrich your garden with their orchid-like beauty.

These hardy Iris are most effective in perennial borders and in groups where their tall, candelabra-like flowers illuminate the garden with many rich and lovely colors.

Visit California Flowerland in April and May to see our wonderful collection of Iris in bloom.



IRIS ECLADOR. Each 75c

ALICE HARDING. Beautiful soft primrose yellow, very large flowers of fine form, strong growing and free flowering. 3½ feet. **Each 50c; 3 for \$1.00.**

ANNE MARIE CAYEUX. Beautifully blended tones of soft rosy heliotrope, greyish amber and orange, with rich iridescent cast. 3 ft. **Each 25c; 3 for 50c.**

BLACK WINGS. Very deep blackish violet with wide, flaring falls. Large flowers on 30 inch stems. **Each 25c; 3 for 50c.**

BROWN BETTY. Cinnamon brown and copper tones blended with soft lavender. Fine large flowers on branched, 3½ ft. stems. **Each 60c; 3 for \$1.50.**

BLUE PETER. Dark blue-purple, with a blackish sheen, of such an unusual brilliance that it stands out in any group. The flowers are displayed on tall, branched stems. **Each \$1.50; 3 for \$3.50.**

BRUNHILDE. A wonderful Iris in every way. In color it is different from all others, rich deep cobalt blue throughout. The large, well-formed flowers are borne on 40-inch branched stems, with great quantities open at once. **Each 50c; 3 for \$1.25.**

CALIFORNIA GOLD. Rich deep yellow of dazzling beauty on tall branching stems. A lovely new variety. 3 ft. **Each 35c; 3 for \$1.00.**

CHARMEUR. Delightfully fresh and new in color, of great value for garden effect and for cutting. The flowers of good size and fine form, are delicate orchid-pink in color. 2½ ft. **Each 60c; 3 for \$1.50.**

CHEOPS. One of the largest and showiest Iris yet introduced. The immense standards, perfectly formed, are bright blue-violet; the wide falls brilliant purple. **Each \$2.00; 3 for \$5.00.**

CLARA NOYES. An unusual color blend in Iris, like the Talisman rose. Standards tan, falls reddish bronze. Low growing and free blooming. **Each 25c; 3 for 50c.**

COPPER LUSTRE. Sensational new color, a blend of copper, gold, pinkish tan and lavender. Height 3 feet. **Each 50c; 3 for \$1.00.**

EASTER MORN. Sparkling pure white, lovely, tall branching stems. 3½ ft. **Each 35c; 3 for 75c.**

ECLADOR. A sensational yellow iris from France. Rich, deep golden in color, with a velvety sheen and texture, of great size and substance. Strong growing, with heavy, branched stems. 3 ft. **Each 75c; 3 for \$2.00.**

ELECTRE. Delightful new French iris. Standards and falls soft bluish lavender with a soft glow of gold. Distinct and charming. **Each 60c; 3 for \$1.50.**

EL CAPITAN. Very fine, tall, clear light violet blue. 4 ft. **Each 35c; 3 for 75c.**

EVOLUTION. An outstanding French iris, with wide and frilled coppery bronze standards; flaring falls slightly deeper with rose-blue flame at center. 3 ft. **Each 25c; 3 for 50c.**

FRANCHEVILLE. Enormous flowers of striking effect on tall, branching stems. Standards fawn tinged lilac, falls purple, edged with lavender-brown, with radiating brown lines and orange beard. 4½ ft. **Each 50c; 3 for \$1.00.**

FRIEDA MOHR. Standards soft lilac, falls rich lilac rose. 4 ft. **Each 25c; 3 for 50c.**

GENEVIEVE SEROUGE. Lovely pastel tawny yellow flushed pale blue; falls lilac blended with pale flax blue, edged soft yellow. The charming flowers are very large and strong, on well-branched stems. 3½ ft. **Each \$1.00; 3 for \$2.50.**

GOOD CHEER. An Iris of outstanding brilliance. Standards clear yellow, falls bright yellow uniquely veined with red. **Each \$1.50.**

HAPPY DAYS. Startlingly beautiful immense clear yellow flowers on tall branching stems, each carrying seven or eight massive blooms. Makes a brilliant spot in the garden, 3½ ft. **Each 35c; 3 for \$1.00.**

HERMIONE. A beautiful large-flowered French Iris with bronze tinted heliotrope standards, and half-spreading falls of amaranth red, tinted yellow; throat yellow and brown. 3 ft. **Each 60c; 3 for \$1.50.**

INDIAN CHIEF. Standards pinkish red, falls deep velvety rich red. 3 ft. **Each 25c; 3 for 50c.**

JEAN CAYEUX. A very unusual and striking color,—coffee-brown enlivened with a golden sheen. Flowers of good form, flaring on strong branched, 3 ft. spikes. **Each 50c; 3 for \$1.00.**

LADY PARAMOUNT. One of the best yellow Iris, soft clear primrose in color, on 3½ ft. branched stems. **Each 50c; 3 for \$1.00.**

LOS ANGELES. Great white flowers faintly edged blue, clean and sparkling. 4 ft. **Each 35c; 3 for 75c.**

LUCRE. Deepest yellow, almost orange, without veining. Very free flowering. 3 feet. **Each 50c; 3 for \$1.00.**

LUX. Wonderfully vivid and striking. The standards are brilliant old gold suffused bright apricot; falls semi-flaring, brownish rose, tinged with carmine, with golden glint. The whole flower seems to radiate a colorful glow. 3 feet. **Each 75c; 3 for \$2.00.**

MME. LOUIS AUREAU. One of the loveliest Iris we have seen. The standards are creamy white, stippled rosy mauve, deepening at the edges, pencilled brown at the base. The falls of exquisite texture carry out the same blend of color. A distinctly different Iris. 3 feet. **Each \$2.00.**

MOHRSON. Enormous blossoms, standards rich clear violet with glistening surface and ruffled edges. Falls deep violet. **Each \$1.00; 3 for \$2.50.**

NEMO. Magnificent bright violet blue self, one of the most desirable colors in iris. Fragrant and effective, the very large flowers are borne on well-branched 4 ft. stems. **Each 60c; 3 for \$1.50.**

OURAY. Striking ruby red, outstanding in any group. 28 inches. **Each 75c; 3 for \$1.75.**

PALE MOONLIGHT. Uniform pale blue on tall, sturdy stems. Fine. 4 ft. **Each 35c; 3 for 75c.**

California Flowerland IRIS

PERSIA. A lovely blend of smoky blue, grey and bronze. 3 ft. **Each 25c; 3 for 50c.**

PHARAON. A rare French variety, with great flaring flowers, in a beautiful straw-yellow self color. Exceptionally free flowering. 3 feet. **Each \$2.00; 3 for \$5.00.**

PINK SATIN. One of the most nearly true pinks of any iris, smooth and glistening. **Each 25c; 3 for 50c.**

PLURABELLE. The color contrast in this remarkable French Iris is very striking. Standards wide, golden yellow, falls reddish mauve, lighter at edges. 3 feet. **Each 50c; 3 for \$1.25.**

PRESIDENT PILKINGTON. Elegant flowers with pale buff standards with blue suffusion; falls wide and flaring soft lavender, edged silvery brown. 4 ft. **Each 60c; 3 for \$1.50.**

PURISSIMA. Lovely pure white, large and vigorous. 4 feet. **Each 35c; 3 for 75c.**

SANTA BARBARA. Beautiful lavender-blue, of great size and substance, with wide spreading falls. Tall, branched stalks, 40 inches. **Each 25c; 3 for 50c.**

SAN FRANCISCO. Tall, much branched stems with glorious white flowers, distinctly edged lavender. 40 inches. **Each 25c; 3 for 50c.**

SAN GABRIEL. Clear lavender blue, four to six feet high. Fragrant. **Each 35c; 3 for 85c.**

SHINING WATERS. Very beautiful clear blue. 4½ ft. **Each 35c; 3 for 85c.**

SIERRA BLUE. Clear blended blue, smooth and metallic, deeper than Shining Waters. 4½ ft. **Each 50c; 3 for \$1.00.**

TOMBOUCTOU. A wonderful new French iris in a lovely tone of clear deep mauve, uniform throughout. Large flowers on tall stems of fine branching habit. 4 ft. **Each 60c; 3 for \$1.50.**

WILLIAM MOHR. Distinctly orchid-like. Pure lilac, veined with violet. 2 ft. **Each 25c; 3 for 50c.**

ZAMPA. A French introduction, an almost self-colored variety with great freedom of bloom. Standards and falls rich metallic blue. 3 ft. **Each 60c; 3 for \$1.50.**

JAPANESE IRIS

IRIS KAEMPFERII. A most artistic class of Iris, with large flat flowers, broad petalled, and frequently 8 to 10 inches in diameter. The colors are very rich, and include all shades of lilac, lavender, mauve and purple, as well as the light blue, rose, and white. The foliage is slender, and ornamental even when the plants are not in bloom.

Japanese Iris are most attractive when planted in masses, around a pool, or in the border. They require plenty of water, and ordinary garden soil.

Mixed Colors only, each 50c; 10 for \$4.50

IRIS STYLOSA

A lovely, winterflowering Iris, with evergreen foliage, low growing, only 12 inches high. Large bright lavender-blue flowers, with orange tongue, are produced throughout the winter months, often from October until early spring. The flowers are delicately fragrant, and most artistic for low bowls. A splendid border plant, and for setting out near a pool.

Price, each 25c; 10 for \$2.25

MORAEA

MORAEA IRIDIROIDES. Belongs to the Iris family, and is in flower from early spring until November. Large flowers like those of the Dutch Iris, usually white, with the crests marked in blue are produced on tall stems. Attractive in the border, or as individual clumps.

Price: 1-gallon containers, each 50c

IRIS FOETIDISSIMA

For Decorative Seed Pods

Most striking are the seed-pods of this variety, when they burst open and display rows of orange-red berries. As decorative material for cutting, there are few things more effective. The clumps are evergreen, most attractive in the garden, with their broad, deep green foliage.

Price: 4 inch pots, each 35c; 10 for \$3.15

IRIS JAPONICA

CRESTED IRIS. A lovely Iris producing sprays of small orchid-like blooms of soft lavender-blue, on slender stems. The petals are fringed and ruffled, crested yellow. The plants grow 2 to 3 feet high, with evergreen foliage, and do well in the shade. **3 for \$1.00, 10 for \$3.15.**

IRIS COLLECTION

1 Alice Harding, yellow	50c
1 Anne Marie Cayeux, heliotrope	25c
1 Charmeur, orchard pink	60c
1 Easter Morn, white	35c
1 Electre, blue and gold	60c
1 Evolution, coppery bronze	25c
1 Francheville, fawn and blue	50c
1 Los Angeles, white, edged blue	35c
1 Nemo, rich violet blue	60c
1 President Pilkington, buff and blue	60c

SAVE \$1.00—1 each of the above fine Iris (Total Value \$4.60) for \$3.60

Or SAVE \$2.20 on Two Collections, 2 Each of the Above (20 Iris) for \$7.00

Iris mailed postpaid. Add 3% Sales Tax in California.

FIRECRACKER ALOE

ALOE CILIARIS. FIRECRACKER ALOE. The leaves are long, narrow and graceful, stems climbing, making a beautiful specimen if trained to a stake or upon a wall in the patio, porch or window box. Grown in hanging basket or window box the long branches will droop far over the edges, and the flowering shoots will curve upward like glowing candles from the pendant branches. (See colored illustration of these beautiful flowers). By pruning, or keeping in a small pot, they may be formed into bushy plants of great interest. Beautiful, too, rambling over rocks, or on a wall or bank, in either full sun or shade. Fine potted plants, for indoor, conservatory, patio, or garden. **Nice potted specimens, 35c and 75c.**



FIRECRACKER ALOE



DAILY SKETCH

California Flowerland

Hardy Perennial Phlox

For enchanting fragrance and bright lasting color in your garden nothing surpasses Phlox. Blooming as they do from early summer until fall, these hardy perennials bring a great amount of lasting joy to the lover of color gardens. They are striking in masses, especially against a shrubbery background or in the open surrounded by a green lawn. A few dozen Phlox planted in a well prepared bed will be a delight to anyone.

Phlox becomes more beautiful year after year as the roots become established and form large clumps. Throughout the world, they are considered one of the essentials in a beautiful garden, and should be increasingly used in California, where they do well in sun or partial shade. While they thrive in any good garden soil, they respond immediately to good treatment and will repay the planter for providing a soil which has been deeply enriched with well rotted manure and bone meal.

DAILY SKETCH

The finest large flowered hardy Phlox yet introduced. Large trusses of enormous flowers, up to 2½ inches across, of clear bright pink, with carmine eye. Vigorous, tall-growing plants, that bloom from May until October. This was the outstanding Phlox in our display beds last summer, the plants a mass of silvery pink. The large trusses make grand cutflowers, in large bowls or jars.

Each 25c

ALBION. Pure white with pale pink eye. Vigorous plants, two feet tall. **Each 20c.**

BACCHANTE. Dark rose, with carmine eye. Two feet tall. **Each 20c.**

B. COMPTE. Purple crimson, very dark eye; strong vigorous plants. **Each 20c.**

BRIDESMAID. Pure white with carmine eye. **Each 20c.**

COUNT ZEPPELIN. Pure white flowers with red center. A tall, striking plant with clean, neat foliage and flowers, about 30 inches high; free flowering and one of the finest. **Each 25c.**

CREPUSCLE. Silvery mauve, crimson center. **Each 20c.**

ECLAIREUR. Carmine violet, lilac center. **Each 20c.**

ELIZABETH CAMPBELL. Fine old favorite, with salmon pink flowers, lighter pink at center. **Each 20c.**

GOLIATH. Tall, large flowering crimson purple. **Each 20c.**

ENCHANTRESS. Large flowers of salmon pink with darker eye. Fine glossy foliage; massive flower trusses that are grand for showy bouquets, lasting well in water. **Each 25c.**

FIREBRAND. Vermilion-scarlet, with darker eye, one of the most brilliant grown. Plants are of medium height and bloom profusely all summer. **Each 25c.**

FLORA J. REIDY. Large pure white flowers. A splendid variety to plant near Delphiniums in the hardy border, and lovely for cutflowers. **Each 25c.**

HAUPTMAN KOHL. Immense flower heads on strong tall stems. Florets of deep red that keep their color well in hot weather. **Each 20c.**

HENRI MURGER. Pure white, with deep rose center. **Each 20c.**

HERVOR. Fine tall trusses of self rose, with white eye. **Each 20c.**

JULES SANDEAU. Dwarf plant; flowers light watermelon pink. **Each 20c.**

LA VAGUE. Flowers of moderate size, borne in large trusses. Delicate soft mauve, with red eye. **Each 20c.**

LOUIS ABBEMA. White ground, shot with rose. Plants grow about 18 inches tall, bearing large compact trusses. **Each 20c.**

LEO SCHLAGETER. Showy tall sort, with huge trusses of bright red flowers, crimson centered. **Each 20c.**

MME. MARIE KUPPENHEIM. Finest dwarf white; a good border sort, grows only 15 inches high. **Each 20c.**

MRS. ETHEL PRITCHARD. Tall growing, with huge heads of large flat florets, rosy mauve, without any shading. Strong, free flowering, most attractive when massed with white or yellow flowering plants in the border. **Each 35c.**

MRS. JENKINS. One of the oldest, and still one of the best white varieties. Tall, with immense trusses of conical form. **Each 20c.**

MRS. W. G. HARDING. Fine large glowing salmon flowers, one of the most brilliant; very striking for massing in the garden. **Each 35c.**

OBERGARTNER REICHENOW. Very large bright rose flowers. **Each 20c.**

PAINTED LADY. Silvery pink with salmon shadings and cherry red eye. One of the loveliest for the garden and for cutflowers. **Each 25c.**

RHEINLANDER. Salmon pink, cherry red center. Flower trusses are enormous, borne on strong stems. Free flowering and showy. **Each 20c.**

PROF. SCHLIEMANN. Lovely lilac rose; late flowering, and splendid for shady situations. **Each 20c.**

R. P. STRUTHERS. Rosy carmine or watermelon red, with deep red eye. A favorite old Phlox, and still one of the best. **Each 20c.**

SALMON GLOW. Bright salmon pink, self color; very fine. **Each 25c.**

SEPTEMBER GLOW. Luminous carmine red, with orange red center. Brilliant bedding and cutting variety. **Each 25c.**

SUNRISE. A glowing, striking shade of red. **Each 25c.**

THOR. Deep salmon pink, with scarlet glow; scarlet eye with lighter halo. One of the older sorts, and still one of the most widely planted. **Each 20c.**

VON LASSBURG. Tall white, free flowering; large, strong stemmed trusses. Blooms midseason. **Each 20c.**

WANADIS. Delicate lilac, with bluish purple eye. **Each 20c.**

WIDAR. Immense flowers of two-toned lavender, with rosy tinge and white center. Plants are of medium height, and in bloom constantly. **Each 20c.**

Quantity Rate

10% discount on orders of 10 to 49 of one or assorted varieties.

20% on orders of 50 or more.

(Special Collections not included.)

SPECIAL PHLOX COLLECTION

12 GLORIOUS VARIETIES

Count Zepelin	25c	R. P. Struthers	20c
Enchantress	25c	Salmon Glow	25c
Firebrand	25c	September Glow	25c
Flora J. Reidy	25c	Sunrise	25c
Painted Lady	25c	Thor	20c
Rheinlander	20c	Widar	20c

Total Value . . . \$2.80

1 Each of 12 Varieties, for . . . \$2.35
2 Collections, (24 plants) for . . . \$4.00

Two Wonderful New VIOLETS

And a great Hardy Perennial
for Winter Cutflowers

Here are plants that will give great joy and satisfaction in your garden. The two Violets are outstanding in size, length of stem and form of flower,—flowers of exceeding beauty and fragrance.

NEW VIOLET BLUE GIANT

A marvellous novelty in every way, combining enormous length of stem, often ten to twelve inches long, with blossoms that attain a diameter of one and one-half inches. It is so strongly fragrant that a few flowers in a vase will permeate the whole room with delightful violet fragrance. The color is rich blue-violet.

The plants are vigorous, with large leaves, and produce the long stemmed flowers in wonderful profusion.

Plants in your garden will furnish quantities of bloom in winter and early spring, when cut flowers are highly prized.

NEW VIOLET ROYAL ROBE

Like Blue Giant in every way except color, which is a lustrous shade of deepest violet blue. The blossoms open out flat like a pansy or viola, as do those of Blue Giant.

Both are hardy, with reasonable protection, in very cold sections, and thrive wonderfully on the Pacific Coast.

**Price: Strong plants of either variety, each 35c;
3 for \$1.00**



NEW VIOLET—ROYAL ROBE



SAXIFRAGA CRASSIFOLIA

SAXIFRAGA CRASSIFOLIA

This beautiful Saxifraga, pictured above, is an exceedingly valuable plant to grow in shady spots in your garden, where it will thrive and produce lovely cut flowers under most difficult conditions. The plants grow in almost any soil, in a shady position. Their large, glossy, leathery leaves and spikes of clear pink flowers make them doubly admirable for planting in front of shrubbery, or under trees where a mass planting is wanted. Added to their value for mass or border planting, is their beauty as cut flowers, which are freely produced in mid-winter. As it is so difficult to find a plant which will thrive readily in the shade, and yet produce flowers for cutting, this wonderful plant should be widely planted for this purpose.

**Price: 2½ inch pots, each 10c; 10 for 90c;
4 inch pots, each 25c; 10 for \$2.25**

PINK VIOLET ROSINA

A very pretty novelty Violet, that produces quantities of dainty pink or old rose flowers in spring, and again in late autumn. The flowers are deliciously fragrant, with the true Violet perfume. The plants thrive in full sun or half-shade, and make a pretty border for other perennials.

Price—2½ inch pots, each 20c; 10 for \$1.80

For Violets Princess of Wales, Marie Louise, and other varieties, see Perennial Section.

Please add 15c for postage, and 3% Sales Tax on California orders.

CALIFORNIA FLOWERLAND TRANSVAAL DAISIES

(GERBERA HYBRIDS)

By years of careful selection in our nursery, we have developed a strain of giant single-flowered Gerberas unexcelled in rich color range, length of stems, grace, beauty and size of flowers.

The set of new Double Transvaal Daisies that we offer is a great advancement over previous double strains. They are exceptionally long lasting cutflowers.



CALIFORNIA FLOWERLAND NEW DOUBLE GERBERAS

A splendid new strain of these lovely flowers, the result of much painstaking selection. The petal formation is artistic, graduating from long slender outer petals to shorter ones in the center, forming a double flower of lovely proportion, on long strong stems.

Plants are nearly everblooming, having been in flower at least ten months, in California. Propagation of the Double Gerberas, which do not produce seed, is by clump division only.

FOUR COLOR SELECTIONS:

DIABLO. Glowing red.

MARQUITA. Golden Yellow Shades.

LA COLONDRINA. Rich orange.

LA PALOMA. Salmon Rose.

**Strong blooming size plants, each 75c;
10 for \$6.75**

■

Transvaal Daisies are ideal for cutting, being long stemmed and very lasting. Their cultural requirements are simple: plant them in full sunshine; soil should be well drained and should not be allowed to cover the crown, or center of plants. Irrigate thoroughly, and do not water again until soil is fairly dry. Avoid sprinkling and too frequent watering. Protect the plants in winter where freezing weather prevails.

PAUL J. HOWARD'S SINGLE HYBRID GERBERAS

We have developed, by years of careful selection of the most desirable types and colors, a strain of these marvellous flowers which we sincerely believe is beyond compare. While the size of the flower has been increased immensely, all the grace of form of the single flower has been retained. The petals are very long, narrow and graceful, surrounding the center disc which is very small in proportion to the size of the flower. The color range includes the most pleasing rich hues of crimson, deep rose, scarlet and orange, as well as delicate pastel shades, cream, yellow, pink,

salmon, and white. The colors of the disc are also distinct in this strain, some being of the same hue as the petals, others of contrasting shade.

Prices, Mixed Colors only, large field-grown clumps, **each 35c; 10 for \$3.15**; large balled plants in full flower, **each 50c; 10 for \$4.50**; divisions or pot-plants for shipping, that will bloom a few weeks after planting, an ideal size for shipping, **each 15c; 10 for \$1.35**.

California Flowerland

DELPHINIUMS

Such great improvement in vigor and habit of growth has been made in the last few years that these new hybrid Delphiniums,—most prized of blue flowered perennials, can be successfully grown in all gardens.

Be sure to plant groups and clumps to illuminate your garden with their towering spikes of brilliant blue shades, white, and pastel colorings. Also plant rows of them to use as cut flowers.

Visit Paul J. Howard's California Flowerland, when you can, and see for yourself our great fields of these wonderful flowers in glorious bloom. See what great improvements have been made in size and clear colors of the double blossoms.

PAUL J. HOWARD'S PACIFIC HYBRID DELPHINIUMS

Visitors marvelled at the towering spires of wonderful Delphiniums that were gloriously in bloom last spring and summer, at California Flowerland. From the finest plants and colors in this grand display, seed was selected from which to grow the plants for your garden.

Lavender Pastels, including pink tones.

Violet Shades, the deepest colorings.

Giant White, magnificent spikes.

Deep Blue Shades

Medium Blue Shades

Light Blue Shades

Field Grown Plants, balled, ready to bloom, each 25c; 10 for \$2.25

Large Specimen Plants, for immediate show, each 35c; 10 for \$3.15

Vigorous young plants that will produce show specimens this summer, in our new **plant band pots, each 15c; 10 for \$1.35; 100 for \$12.00**



DELPHINIUM CINEREUM

DELPHINIUM CINEREUM

A WONDERFUL NEW PERENNIAL

We consider this beautiful Delphinium one of the most valuable perennials introduced in many years. Its intense blue is found in few garden flowers, making a beautiful display in the perennial border. Combined with golden yellow or white flowers, the effect is striking. Spurless flowers, in masses of brilliant blue, are produced from early spring until fall, on stems 12 to 18 inches high. Plant in full sun, as you would other Delphiniums.

**Plants in 4 inch pots, each 35c;
3 for \$1.00**

**2 1/4 inch pot plants, each 20c;
10 for \$1.80**

A BED OF DELPHINIUM AT CALIFORNIA FLOWERLAND

Here, all during the blooming season, you can see towering spikes of great Delphiniums, grown for seed selection, and for field clumps for your garden.

Our new California Flowerland Pacific Hybrid Delphiniums are much easier to grow in the garden than the older types. Bred for disease resistance, as well as beauty, they may be successfully grown where you may have failed before. Delphiniums do not want acid soil. A little lime often helps, and drainage should be good.



Paul J. Howard's California Flowerland Camellias



**WAKONOURA
RED**

**WAKONOURA
VARIEGATED**

Camellias are in bloom at California Flowerland from November through May,—a collection of these exquisite flowering shrubs gathered from world-wide sources.

WAKONOURA RED. The lovely flowers have thick, glistening petals of exquisite texture, with white stamens and gold anthers. The solid red coloring is one of the richest of all, and the open form is much admired. Plants are strong growing, erect, and produce great quantities of bloom. **Strong pot plants, each \$1.00.**

WAKONOURA VARIEGATED. Like the solid red variety in strong growth and form, but the flowers are beautifully variegated. On a pure glistening white ground, marks and splashes of vivid red make a wonderful contrast. Both varieties are among the choicest of this type. **Strong pot plants, each \$1.00.**

CALIFORNIA FLOWERLAND CAMELLIA COLLECTION

CHANDLERI ELEGANS. One of the most beautiful of all. The flowers are often seven inches across, with broad rose pink petals, splashed with white, surrounding a high cushion center exquisitely formed of rose and white petals. Even the small plants produce quantities of bloom. **to 12 inch plants, each \$1.75.**

CHEERFUL. (Otome Red). Beautiful double red flowers of symmetrical form, freely produced even on small plants. **10 to 12 inch plants, each 75c.**

CHIFFON. Lovely soft pink, semi-double; large flowers with golden stamens. **8 to 12 inch plants, each 75c.**

CLIMAX. Double red flowers, large and full, on vigorous bushy plants. **to 12 inch plants, each 75c.**

EMPEROR OF RUSSIA. One of the showiest redds. Huge double flowers, five to six inches across, with very large waxy petals around a center of small recurved petals. Brilliant scarlet, occasionally flecked with white. Plants are somewhat dwarf. **12 to 15 inch plants, each \$2.25.**

GRANDIFLORA ROSEA. One of the largest flowered Camellias. The magnificent semi-double flowers are clear rose-pink, the stamens golden, tassled with rose. Very rare, and much prized for display and for cutflowers. An exquisite corsage flower. **12 to 15 inch plants, each \$2.00.**

HERME. (Jordan's Pride). A beauty, and one of the most popular of all Camellias. Huge, semi-double flowers of rose form, with broad waxy petals and showy stamens. The color is rose pink, each petal blotched and bordered with white, with an occasional stripe of deeper rose. One of the few fragrant Camellias. Plants grow rapidly, and bloom early. **to 12 inch plants, each \$1.00.**

KUMASKA. Fanciers consider this the finest of the deep pink Camellias. The very large flowers are of rose form, with broad petals, and are produced in great profusion on tall, strong bushes. **8 to 12 inch plants, each \$2.00.**

MINERVA. Like Pink Perfection in form and coloring, symmetrical shell pink, but slightly larger, and without any shading. **8 to 12 inch plants, each \$1.75.**

MRS. JOHN LAING. One of the most satisfactory Camellias, and a grand shrub, valued as much for its handsome glossy foliage and free flowering habit, as for its lovely rose pink blooms. Flowers are symmetrical and double, three to four inches across, of the Pink Perfection type, splendid for cutting. **10 to 15 inch plants, each \$1.00.**

PINK PERFECTION. The most popular and most widely planted variety, and a handsome, shapely shrub. The medium sized flowers are very regular in form, double, and clear light pink. **Strong plants, 8 to 15 inches, each \$1.00; 2½ to 3 feet, each \$4.50.**

PURITY. The very large double flowers, symmetrical and lasting, are pure snowy white, with golden stamens showing at the center. A lovely corsage flower. **8 to 12 inch plants, each \$1.00.**

PRINCESS BACCIOCHI. One of the showiest and most beautiful, with very large flowers of modified peony form, velvety carmine red, and brilliant red stamens interspersed among the center petals. **to 12 inch plants, each \$1.50.**

ROSITA. Bright rose pink flowers, symmetrical and broad petalled. Strong vigorous bush of rapid growth, always producing perfect blooms, and the latest of all to bloom. **12 to 18 inch plants, each \$1.00.**

REV. JOHN BENNETT. Double salmon pink flowers, the center petals interspersed with golden yellow stamens. **10 to 12 inch plants, each \$1.00.**

STARDUST. Dark rose pink flowers of the Chandlerii type, four inches in diameter, with a double row of broad waxy petals surrounding a tufted center of smaller petals, interspersed with yellow stamens. **10 to 12 inch plants, each \$1.25.**

A visit to our beautiful display grounds will reveal many more beautiful varieties of Camellias, of which we have many other sizes, but in quantities of each too limited to list here. Write or ask for prices.

Camellias are not difficult to grow, succeeding everywhere on the Pacific Coast except in desert and high mountain regions. Plant them as ornamental flowering shrubs in shade or semi-shade, using plenty of leaf mold or peat in the soil.

Do not plant Camellias too deep. Never should the stem be covered deeper than it was in the container or ball in which it was received. With good drainage and plenty of water during the summer, success is assured.

Lovely flowers, to use in bowls, or for corsages, will be produced even on small plants. If you do not have space in your garden, you will find great pleasure in growing Camellias in pots or tubs.

Paul J. Howard's California Flowerland Roses

CALIFORNIA GROWN FOR THE ROSE GARDENS OF THE WORLD

The Garden of a Thousand Roses

We invite you to see the Garden of a Thousand Roses, at California Flowerland. In this unique Rose Garden, over 250 varieties are being grown, including roses that were favorites of the 19th century, side by side with the latest varieties, on trial for introduction in 1942. Some of these new roses will become the All-America Rose Selections for 1942.

Here you may choose the roses best suited for your garden, observe their habit of growth, foliage, blooming season and color and form of the blossoms. It is the ideal way to buy roses.

NEW ROSE
CHARLOTTE
ARMSTRONG
Price \$1.50



Paul J. Howard's Established Roses

Careful buyers know that Paul J. Howard's Extra Strong Rose Bushes produce more vigorous growth and a greater profusion of finer flowers.

We have selected from our fields only the heaviest, strongest two-year-old plants, budded on special root-stocks which form vigorous branching root systems supplying extra strength to the well developed tops.

For planting throughout the year, and when dormant plants are not available, these superior bushes, too large to put in the commonly used gallon cans, we have planted in large containers with especially prepared soil to bring to your garden the best roses obtainable.

These larger bushes may be selected in full bloom. From them you may gather flowers for your table immediately, and throughout the season.

Notwithstanding the greater expense of producing these far superior roses, their price is scarcely more than you would pay for ordinary bushes.

All America Rose Selections

Of the hundreds of new roses introduced recently, and tested in various parts of the country, the following were selected by a committee of noted rose authorities as being the finest and most satisfactory wherever roses are grown in the United States.

CALIFORNIA. (Patented). 1940 All America Rose Selection. This sensational new rose, obtained from the noted hybridizer, Mr. Fred H. Howard, borders our driveway at California Flowerland. Seemingly never out of bloom, it makes an amazing display of glorious ruddy orange and gold buds, and huge, thick petalled showy blooms. You can always gather long-stemmed fragrant beauties from the strong growing bushes. \$1.50

CHARLOTTE ARMSTRONG. (Patented). This gorgeous new rose won the All-America Award over all others entered, and is the outstanding new rose for 1941. Long slender buds of blood red open into fine double flowers of brilliant red in cool weather, cherry rose in hot weather. The long stemmed blooms are ideal for cutting because they open slowly, are beautiful until the last petals drop. The plant is strong, upright in growth, with luxurious, disease resisting foliage, and is extremely free flowering. We consider Charlotte Armstrong one of the finest roses ever introduced. \$1.50

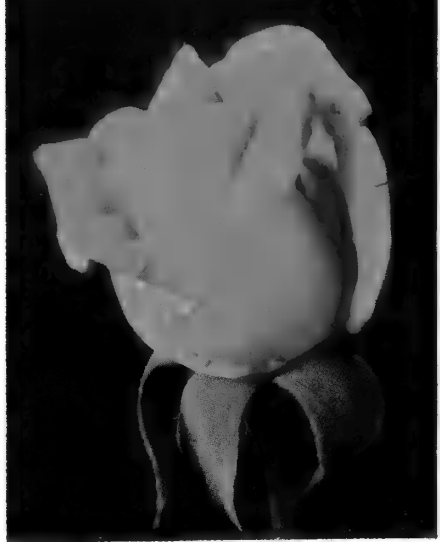
THE CHIEF. (Patented). All-America Rose Selection for 1940. Rich rose pink, enlivened by tones of coral and copper, fading to deep rose pink as the flowers age. Very large blooms, full petalled and lasting, spicily fragrant; buds beautifully formed. \$1.50

APRICOT QUEEN. (Patented). 1940 All-America Rose Selection. Orange and apricot at base of petals merging to salmony rose in the fully developed bloom, give a lovely new combination of colors. The beautiful long pointed buds and fragrant open flowers, with well placed petals of great substance, are exceptionally long lasting. . \$1.50

DICKSON'S RED. (Patented). All-America Rose Selection for 1940. Glowing scarlet crimson flowers, perfectly formed, on long stems that are ideal for cutting. Richly fragrant and does not fade. Bushy plants, free flowering \$1.50

WORLD'S FAIR. (Patented). All-America Rose Selection for 1940. Large blooms, nearly 4 inches across, of deep crimson, borne in huge clusters that almost hide the foliage. Splendid for mass planting, as it blooms continuously \$1.25

Choice Bush Roses



APRICOT QUEEN—Price \$1.50
See page 29

- ALICE STERN.** A large white rose of perfect form. In cool weather there is an ivory tone to the buds, and a faint shading of pink. The open flower is pure white. Strong, upright in growth. . . \$1.00
- ANGELS MATEU.** (Patented). Huge flowers of old rose flushed with orange, double and sweetly scented, cover the plants all season. A strong plant with beautiful foliage 1.25
- APRICOT DAWN.** Beautiful large double fragrant blooms of apricot, yellow at base, lighter at edges of petals; reverse side of petals pink apricot. Glossy healthy foliage . . . 1.00
- APRICOT QUEEN.** See All-America Roses.
- AUTUMN.** Burnt orange and gold, streaked with red; shapely and fragrant.75
- BOUTONNIERE.** The charming small pointed buds and double flowers are perfect for the buttonhole, or to use in bud vases. Soft salmon coral, freely produced on vigorous bushy plants 1.50
- BRAZIER.** Vivid, glistening flame-scarlet blossoms. Buds are long and pointed, burnt orange. Lovely foliage. An outstanding, showy rose. 1.00
- CALEDONIA.** One of the most popular white roses, very large and double, on long stems. Very long pointed buds.75
- CALIFORNIA.** See All-America Roses.
- CATALONIA.** Buds are deep orange carmine, opening to a 50-petaled flower of velvety orange scarlet, very vivid and striking. A gorgeous big rose, strong grower, ideal for bedding.75
- CECIL.** A lovely single rose, shining buttercup yellow, often 5 inches across. Blooms continuously; has heavy glossy foliage. Large, densely branched bush. 1.00
- CHRISTOPHER STONE.** Scarlet crimson, brilliant and glowing, with deep velvety sheen, on heavy stems. Foliage deep green, disease resistant. 1.00
- COLETTE CLEMENT.** Huge single flowers of reddish nasturtium orange, slightly fragrant, on long stems. Very vigorous and tall. 1.00

- CONDESA DE SASTAGO.** A brilliant two toned rose, glowing orange scarlet inside and bright yellow on the reverse side, heavily textured and fragrant. . . .85
- COUNTESS VANDAL.** (Patented). Exceptionally free flowering, in all weather conditions, one of the finest pink roses. Long, tapering buds of salmon pink and copper, and large fragrant flowers of rose, salmon, and gold. Long stemmed, keeps well when cut. 1.25
- CRIMSON GLORY.** (Patented). One of the very best red roses, free flowering, vigorous. Large urn-shaped buds open to flowers of intense and vivid crimson, shaded with deep red. 1.50
- CUBA.** Long, slender, brilliant orange-scarlet buds, on tall slender plants. Flowers semi-double75
- DAINTY BESS.** Single blush pink with crimson stamens. Unique, delicately beautiful, and lasting.75
- DAME EDITH HELEN.** Full, large fragrant deep pink, one of the most beautiful roses grown.75
- DICKSON'S RED.** (Patented). See All-America Roses.
- DUCHESS OF ATHOL.** Rich bronze orange, shaded peach pink; lovely both in the bud and open flower.75
- DUCHESS DE BRABANT.** Probably no other rose is so dear to the memories of earlier California gardeners as the lovely pink Tea Rose, Duchesse de Brabant, familiarly known as "The Duchess" rose. Everyone who had a garden twenty-five or more years ago (it was introduced in 1857) is familiar with the charming soft pink buds and fragrant tulip-shaped flowers of rose pink. .75
- DUQUESA DE PENARANDA.** Orange copper apricot, with deeper tones; huge pointed buds and double fragrant flowers that last well. Tall bush, blooms early; fine light green foliage. 1.00
- E. G. HILL.** One of the most popular red roses, fragrant, never fading, long stemmed. Free flowering.75

- ECLIPSE.** (Patented). Long, streamlined buds of pure golden yellow without shading. A lovely, graceful cutflower, very satisfactory. See next page for illustration. 1.25
- ETERNAL YOUTH.** Perfectly formed buds and flowers of clear soft pink, distinct from any others. Spicily fragrant. One of the most charming for cutting, especially in the half-open stage 1.50
- ETOILE DE FEU.** Fiery orange, shaded carmine. Large cup-shaped flowers.75
- ETOILE DE HOLLANDE.** The leading deep red rose.75
- EULALIA.** Immense buds and flowers of clear pink, with reflexed petals. Fine for cutting, as it holds its color well. .85
- FEU JOSEPH LOOYMANS.** Shapely pointed buds and open flowers of vivid apricot, very striking.75
- FIESTA.** Very novel flower, striped red and yellow, with golden yellow stamens, fragrant. Glossy foliage. Not a strong grower, but blooms freely 2.00
- FRAU KARL DRUSCHKI.** Hybrid Perpetual. The largest pure white rose. Vigorous, free flowering.75

CALIFORNIA—Price \$1.50. See page 29



CONTRAST. (Patented). Beautifully formed flowers of unique coloring. Vermilion-scarlet inside, underside bronzy gold. The color varies from vermilion to rich rose at different seasons, but it is always beautiful and fragrant. Bushes are upright, very strong and healthy, free flowering. . . \$1.00

CONTRAST—Price \$1.00

CROWN OF JEWELS. (Patented). Brilliant masses of coral rose flowers in huge clusters the year round. One of the finest bedding roses grown, and nearly thornless. Lovely for cutting, lasting longer than any other rose we know \$1.00



SPECIAL QUANTITY PRICES
Orders of 10 to 49 Roses, 10% Discount. Orders of 50 or more Roses, 20% Discount on orders of one kind or assorted varieties except special collections.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
BUSH ROSES — Continued

GEN. McARTHUR. Rich carmine-scarlet. Very fragrant. **.75**

GLOWING SUNSET. (Patented). An indescribable combination of orange yellow and rose pink. Long pointed buds open to full, double flowers with the inner petals pointed and twisted like a Cactus Dahlia. . . . **1.00**

GOLDEN DAWN. Oval buds of sunflower yellow, shaded cerise. Large lemon yellow flowers, delicately fragrant. **.75**

GOLDEN EMBLEM. Rich golden yellow. Vigorous, well branched with fine foliage; free flowering. **.85**

GOLDEN RAPTURE. Perfectly formed buds and flowers of pure deep golden yellow. **.75**

HADLEY. One of the best reds, fragrant, fine buds. **.75**

HECTOR DEANE. (Patented). Pointed buds, double flowers, high centered and very fragrant, of carmine, salmon pink and orange, the orange diffusing as the flowers open. Vigorous, with dark glossy foliage **1.50**

HEINRICH WENDLAND. An outstanding rose of striking color and size. Buds long and pointed, very large full double high centered flowers of nasturtium red, the reverse side of petals golden yellow. Does not fade even in the hottest sun. Intensely fragrant. **.85**

HINRICH GAEDE. One of the most brilliantly colored roses. Long pointed buds of orange vermillion, opening to large double flowers of orange yellow, flushed with glowing red, on long wiry stems. Vigorous plants; foliage glossy and disease-resistant. **.85**

HILDA. Unique, large globular blooms of two-toned effect, ruffled petals of deep rose pink, paler pink reverse; fragrant, long stemmed. Vigorous, with leathery foliage **1.00**

HOOSIER BEAUTY. Deep velvety crimson of even color; long stemmed, fragrant. **.75**

INNOCENCE. A delicate single rose, pure white with conspicuous yellow stamens. **.85**

IRISH CHARM. A charming rose with perfectly formed buds and double, high centered flowers of deep blush pink, shaded apricot. Vigorous and free flowering. **.85**

IRISH ELEGANCE. Single, bronzy apricot, heavy yellow stamens. **.75**

IRISH FIREFLAME. Single, rich deep flame-orange. **.85**

ISOBEL. Large single flowers of carmine red and orange, fading to pink. Strong growth, profuse bloom. **.75**

JEAN COTE. (Patented). Large ovoid buds of deep brownish orange; mammoth flowers, full to the center, of solid orange, on long stems. Has a fruity fragrance; large glossy foliage **1.50**

J. OTTO THILOW. One of the best rose pinks, beautifully formed. **.75**

KAISERIN AUGUSTA VICTORIA. Pure white, shaded cream at center. Splendid form and foliage. **.75**

LADY MARGARET STEWART. Buds sunflower yellow, opening to large, double high-centered flowers of deep buttercup yellow, flushed orange and red. leathery foliage, vigorous bush. **.75**

LEONARD BARRON. The mammoth flowers, often more than 6 inches across, are a sensational sight. A few will fill a large vase. They are very full, salmon rose, with a glow of amber. **1.00**

LOS ANGELES. Flame pink toned with coral and gold. Still one of the finest. . . . **.75**

LOUISE CATHERINE BRESLAU. Flowers coppery-orange, shaped like a water-lily. **.75**

LULU. Exquisite buds of coppery rose. Blooms freely. **.85**

MAJOR SHELLEY. (Patented). A grand new California rose, of deep scarlet, beautifully formed, on long stems. of upright, vigorous growth **1.50**

MARGARET McGREDDY. Large fragrant double flowers of orange scarlet. Fine bush and foliage; ideal for bedding. **.75**

MARY HART. (Patented). Red Talisman, very fine, glowing red and orange. . . . **1.00**

McGREDDY'S IVORY. Large, high-centered ivory white. **.85**

McGREDDY'S SALMON. (Patented). Delightfully fragrant flowers of salmon pink, freely produced on bushy plants. Heavy dark green foliage. Distinct and fine. **1.50**



COPYRIGHT

ECLIPSE—Price \$1.25

McGREDDY'S SUNSET. (Patented). The outside of the petals is buttercup yellow, tipped orange, while the inside is chrome yellow, flushed with scarlet as the flower opens. Flowers full and shapely, with pleasing fragrance, on strong stems **1.50**

McGREDDY'S TRIUMPH. (Patented). Brilliant geranium red, flushed orange and rose, deepening to orange at base of petals. Large, full, beautifully shaped flowers, long stems, handsome foliage **1.50**

McGREDDY'S YELLOW. Flowers soft buttercup yellow, cup shaped; foliage glossy bronze. **.85**

MISS AMERICA. (Patented). A lovely new rose that has vigor, fine healthy foliage, fragrance and persistence of bloom. The color is flesh, with salmon suffusion, faint gold at the base. **1.00**

MME. JOSEPH PERRAUD. Pointed nasturtium orange buds, charming flowers of nasturtium buff, shading to shell pink at the petal edges; fragrant. **.85**

MME. JULES BOUCHE. Double white, lasting and fragrant. **.75**

MME. HENRI GUILLOT. (Patented). Large, camellia-shaped open flowers of velvety texture and spicy fragrance, in which glowing reddish orange, rose and pink, are artistically blended. Very healthy, vigorous grower, glossy leaves **1.50**

MR. JONKHEER G. SANDBERG. Long buds of Indian yellow; full double flowers of clear yellow, the petals being reflexed and pointed. An upright bush with dark leathery foliage **1.25**

MRS. DUDLEY FULTON. (Patented). The everblooming shrub rose, with handsome, glossy evergreen foliage. The low plants are covered from spring until late fall with single, silvery white flowers, yellow centered, which do not discolor. A fine border variety for the rose garden, and excellent among shrubbery. **1.00**

MRS. E. P. THOM. The best yellow bedding rose we have. Flowers deep yellow, nearly everblooming. **.75**

MRS. PIERRE S. DUPONT. Reddish gold, long pointed buds opening to semi-double flowers of deep yellow, very fragrant. **.85**

MRS. LOVELL SWISHER. Delightful flesh pink flowers, shaded salmon. Coppery salmon buds. **.85**

MRS. R. M. FINCH. See Polyantha Roses.

ETERNAL YOUTH ©
Price \$1.50



BUSH ROSES—Continued

- MRS. SAM MCGREDY.** Dazzling coppery orange, flushed with scarlet. Magnificent in size and color, free flowering. **.75**
- PADRE.** Distinct coppery scarlet blossoms. Strong, upright grower. **.75**
- PICTURE.** One of the very finest pink roses, nearly everblooming. Buds are long, perfectly formed, opening to lovely flowers of salmon pink, with undertone of orange. Fragrant and lasting; vigorous plants. **.85**
- PINK DAWN.** Perfectly formed buds of deep rose, opening to charming pink blooms tinted with orange at base of petals. Fragrant, and excellent for cutting. **.85**
- POINSETTIA.** (Patented). One of the most brilliant red roses ever produced, close to a Poinsettia scarlet which does not fade. Buds are long and pointed, flowers are large and open, fine for cutting. Extra fine, tall, slender bush. **1.00**
- PRESIDENT HERBERT HOOVER.** Flowers are a gorgeous combination of flame-scarlet, cerise pink, and orange yellow, huge and fragrant, every one on a long stem. One of the strongest growers, most reliable and free flowering. **.75**

- ROME GLORY.** (Patented). A robust, vigorous plant, producing many long stemmed crimson red buds, opening into full, well-formed cerise red blooms of rich fragrance **1.50**

- ROSA MUTABILIS.** This charming variety has been universally admired in our Rose Garden here at California Flowerland. Plants are very bushy, much branched, with fine foliage, and grow to a height of about three feet. They make a wonderful background or hedge for the Rose Garden. Open sprays of single flowers, two inches across, ranging from sulphur yellow and orange, to rose and crimson. Blooms almost continuously. **1 gallon .75**
5 gal. 1.25

- ROSE MARIE.** Clear rose pink. Fine buds and flowers. **.75**

- R. M. S. QUEEN MARY.** (Patented). Beautiful long buds open to lovely blooms of pure salmon pink, suffused with orange. **1.50**

- SATAN.** (Patented). A showy beautiful high-centered rose of dark glowing velvety crimson, richly fragrant. Flowers last a long time and are produced on strong, vigorous plants. This promises to be a leader in the darker red roses. **1.50**

- SATURNIA.** (Patented). Flowers brilliant cardinal red, reverse side of petals salmon, yellow and copper. **1.25**

- SIGNORA.** (Patented). Bright orange rose, heavy reflexed petals. Its rich coloring, long stems, vigorous tall habit of growth and glossy foliage, make it one of the choicest for cutting **1.25**

- SNOWBIRD.** Charming small flowers like those of Mlle. Cecile Brunner. Long pointed buds, with high-centered double flowers, white with creamy centers, very fragrant. Vigorous compact bush, leathery foliage; profuse, recurrent bloom. **1.00**

- TALISMAN.** Rose and gold, fragrant. **.75**

- TEXAS CENTENNIAL.** (Patented). The Red Hoover. Brick red, turning to cerise red rose with age. Free flowering and of strong growth, like the Hoover. . . **1.00**

THE CHIEF. See All-America Roses.

- THE DOCTOR.** A California introduction, and an outstanding new pink rose. Buds are long and pointed, opening to enormous flowers of silvery pink, like a huge peony, uniform in color, both in the bud and flower. Tall, fragrant. **1.00**

- TOPAZ.** (Patented). Like Cecile Brunner and Mrs. Finch, this rose has small blossoms that are charming in bud vases, boutonnières and corsages. Perfect little buds and fully double flowers, borne singly on smooth stems for cutting. Clear deep yellow. Flowers freely. **1.00**

- TREASURE ISLAND.** Buds long and pointed, flowers large, high-centered, fragrant, flaming coppery pink; inside of petals light salmon, orange at the base. Strong stems, large leathery bronze foliage **1.00**

- VESUVIUS.** Striking tapering buds opening to poppy-like flowers of glowing fiery crimson which does not fade. Bushy strong plant, free flowering. **1.00**

- VICTORIA HARRINGTON.** A well-liked scarlet. **.85**

- VILLE DE PARIS.** One of the best yellow roses. **.75**

- WHITE BRIARCLIFF.** (Patented). A beautiful pure white rose, free flowering and vigorous. New, and very fine. . . . **1.00**

- WILDWOOD.** Bud long and pointed, flowers semi-double, very fragrant, shaded gold, salmon and bronze. Vigorous plant, with glossy foliage. **.85**

- WILL ROGERS.** The deepest red rose with velvety blackish shadings, strongly fragrant; of robust growth, free flowering **1.00**

WORLD'S FAIR. See All-America Rose Selections.

- YOSEMITE.** (Patented). A bushy plant that blooms continuously. Orange scarlet buds, similar in charm to Lulu, open to medium large semi-double flowers of orange scarlet. . **1.25**

- ZULU QUEEN.** (Patented). One of the most exciting of the new dark red roses. Large full, dusky maroon flowers, high centered; buds pointed and long, richest velvety black-crimson **1.50**

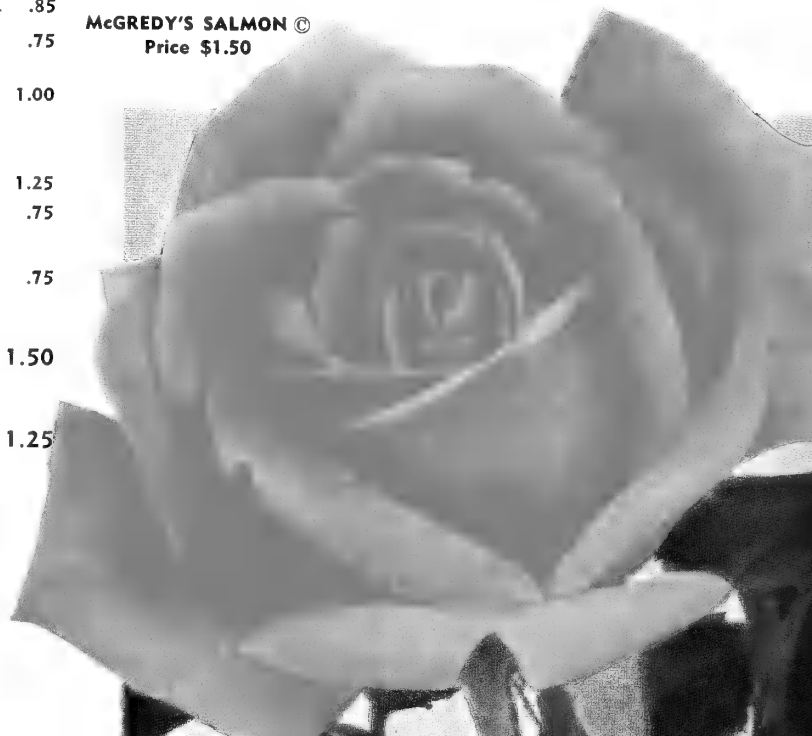


WORLD'S FAIR ©
Price \$1.25

COPYRIGHT

- QUEENSLAND BEAUTY.** An Australian variety with spectacular large blooms of coppery pink. Vigorous plant with heavy foliage. **.85**
- RADIANCE.** Bright carmine pink flowers. **.75**
- RAFFEL'S PRIDE.** Like Talisman in form, but much smaller flowers, coppery red in color. A tall vigorous bush, blooming almost constantly. **1.00**
- RAMON BACH.** (Patented). An unusually large, full petalled rose, with fruity fragrance, produced on strong straight stems. The opening bloom shows a soft apricot buff on the outside, with a shading of salmon pink inside, giving the effect of soft amber yellow. **1.25**
- RED RADIANCE.** Cerise-red counterpart of Radiance. **.75**
- REV. F. PAGE ROBERTS.** Buds long and pointed; flowers large, very double, yellow with red shadings; intensely fragrant. Vigorous, free bloomer, one of the most satisfactory. **.75**
- REX ANDERSON.** (Patented). Proving to be one of the better white roses. Large creamy ivory buds, perfectly formed, opening to pure white flowers which last a long time. **1.50**
- ROCHFORT.** (Patented). Color of the buds ranges from terra cotta to orange copper. Flowers are very full petalled, and change from orange rose to old rose as they develop. **1.25**

MCGREDY'S SALMON ©
Price \$1.50



Special Quantity Prices

Orders of 10 to 49 Roses, 10% Discount. Orders of 50 or more Roses, 20% Discount on orders of one kind or assorted varieties except special collections.



You won't have long to wait for a display like this when you plant Paul J. Howard's Established Roses. This variety is Kitty Kininmonth.

CALIFORNIA FLOWERLAND

The Everblooming Climbing Roses bring colorful year 'round beauty to the gardens of California, used on fences, arbors, pergolas, and trellises.

Some of the newer roses have "sported" as climbers, greatly increasing the range of color and usefulness of Climbing Roses. The flowers are identical in form and color, to the bush type of the same names, but in the climbing form, even larger blooms and

Choice Climbing Roses

longer stems are produced, making finer displays, both in the garden and for cutting, than may be had from the bush roses.

The Climbing Roses we offer for spring and summer planting are superb large plants, 4 to 6 feet tall, in large containers, many of them in bloom and ready to give immediate effect on fences, pergolas, pillars, etc. There is no long waiting for new growth and for the plants to bloom, as is necessary when setting out smaller plants.

- | | | |
|---|---|---|
| BANKSIA. Massive clusters of tiny double blossoms smother the thornless vines in spring. Yellow or white.\$1.25 | CL. DAINTY BESS. Fascinating single soft pink. 1.50 | CL. HOOSIER BEAUTY. Excellent deep red climber. 1.25 |
| BELLE OF PORTUGAL. Beautiful long buds of salmon flesh. Rampant grower and one of California's most popular climbers. 1.25 | CL. DAME EDITH HELEN. Huge deep pink. Fine climber. 1.25 | CL. KAISERIN AUGUSTA VICTORIA. Pearly white. 1.25 |
| BLACK BOY. An Australian climbing rose, very fine. Blooms are large, double, very fragrant, deep velvety crimson, shaded blackish maroon and scarlet. .. 1.50 | CL. DUCHESS OF ATHOLL. Rich bronzy orange. 1.50 | CL. LADY FORTEVIOT. Large showy flowers of apricot yellow, freely and continuously produced. 1.75 |
| CHEROKEE. Large single. Pink, red, or white. 1.25 | CL. DUQUESA ■■ PENARANDA. Orange coppery apricot, with deeper tones; huge pointed buds and double fragrant flowers that last well. Tall bush, blooms early; fine light green foliage.. 1.75 | CL. LOS ANGELES. Flame pink. 1.25 |
| CAPTAIN THOMAS. A lovely single rose like Cl. Dainty Bess and Mermaid. It resembles the latter, but is deeper yellow. ... 1.50 | CL. ETOILE ■■ HOLLANDE. Every bit as good as the bush. Rich red. 1.50 | CL. LOUISE CATHERINE BRESLAU. Coppery orange, one of the showiest of all. ... 1.50 |
| CL. CALEDONIA. Pure white. 1.50 | CL. FEU JOSEPH LOOYMANS. Lovely apricot yellow. 1.50 | CL. MARY HART. (Patented). Beautiful red sport of Talisman, which is one of our best climbers. 1.75 |
| CL. CARRIE JACOBS BOND. Beautiful large fragrant deep coral rose flowers. Long buds and stems. 1.75 | CL. GOLDEN DAWN. (Patented). Large, fragrant soft yellow. Glossy foliage... 1.75 | CL. MCGREY'S IVORY. A new climbing sport of one of the best white roses... 1.50 |
| CL. CECILE BRUNNER. Perfect little pink flowers. 1.25 | CL. GOLDEN EMBLEM. One of the best. Deep yellow. 1.50 | CL. MCGREY'S YELLOW. New. Buttercup yellow. 1.50 |
| CL. CONDESA DE SASTAGO. Because of its brilliance of coloring, beautiful glossy foliage and good growth, this should become one of our leading climbers. Bright copper rose, reverse of petals gold. 1.75 | CL. HADLEY. Fragrant deep crimson. 1.25 | CL. MME. EDOUARD HERRIOT. Exceptionally free blooming. Brilliant golden coral red. 1.50 |
| CL. COUNTESS VANDAL. (Pat. No. 38). Beautiful coppery salmon, shapely buds and flowers. 1.75 | CL. HINRICH GAEDE. (Patented). The lovely orange yellow blooms and buds of nasturtium red, of the bush rose, Hinrich Gaede, produced on a strong climbing plant of exceptional vigor and beauty. Heavy glossy bronze foliage, disease resistant 1.75 | CL. MME. JULES BOUCHE. A fine pure white. 1.50 |
| | | CL. MRS. LOVELL SWISHER. Long coppery salmon-flesh buds. 1.50 |
| | | CL. MRS. E. P. THOM. Golden yellow, perfectly formed. 1.25 |

CLIMBING ROSES—Continued

A Grand New Climbing Rose

From the eminent hybridizer,
Mr. Fred H. Howard.

MRS. PAUL J. HOWARD. (Patented). We consider this one of the finest climbing roses in cultivation. The beautiful buds are deep, velvety red, opening to large full double flowers of lovely form, unfading rich crimson, with a delicious fragrance. With its fine foliage and long stems, this is an ideal rose for cutting. If the main shoots are heavily pruned back, this makes a wonderful bushy plant, completely covered with bloom 1.75

- CL. MRS. SAM MCGREDDY.** (Patented). Copper orange. A new sport of one of the leading, free-flowering bush roses. . . . 1.75
- CL. NIGHT.** Very dark red. 1.75
- CL. PRESIDENT HERBERT HOOVER.** Rose, gold and red. 1.25
- CL. RADIANCE.** Carmine rose. 1.25
- CL. RED RADIANCE.** Rich carmine red. . . 1.25
- CL. ROSE MARIE.** Rose pink. Fine the year round. 1.25
- CL. SUMMER SNOW.** (Patented). An ever-blooming form of White Tausendschoen. Most effective as a pillar rose or for covering fences, with clusters of snow-white flowers. 1.50
- CL. TALISMAN.** One of the best of all. Pink and gold. 1.50
- CL. WILL ROGERS.** Deep velvety crimson, very fragrant. 1.75

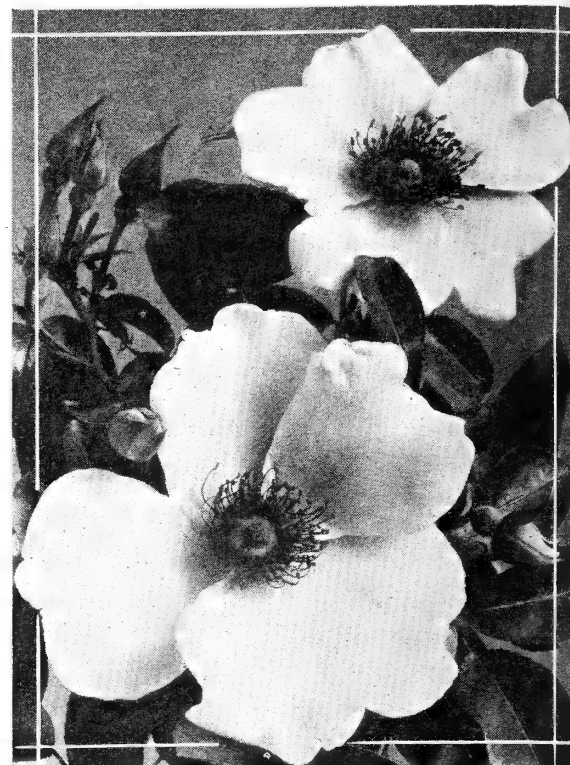
- DAYDREAM.** A lovely vigorous climbing or pillar rose from Australia, with clusters of semi-double flowers of waterlily form, soft silvery pink. 1.75
- EDNAH THOMAS.** Resembles Rose Marie in form and color, slightly lighter tone of lively pink. One of the best pink climbers. 1.50
- FLASH.** (Patented). All-America Rose Selection for 1940. Luminous orange-scarlet, the backs of the petals yellow, suffused scarlet. Blooms freely for several weeks. 1.50
- GOLD OF OPHIR.** Old gold and apricot. . . 1.50
- GOLD RUSH.** (Patented). A beautiful new golden yellow climber, flowers of perfect form and texture. Glossy ivy-green foliage; vigorous plant. 1.75

INDIAN SUMMER. (Patented). Glowing tints of old gold, old rose, and pink, reminding one of the bush variety Autumn. Vigorous, free blooming, glossy foliage. Deliciously fragrant. 1.50

KITTY KININMONTH. Huge glowing carmine rose. 1.50

MERMAID. Large, fascinating single sulfur yellow, with amber stamens, and handsome glossy foliage. Unexcelled for trellis, arbor, fence or as ground cover for banks and slopes. 1.25

- MME. GREGOIRE STAECHELIN.** A lovely rose of iridescent pearl-pink with splashes of carmine on the outer petals. 1.50
- PAUL'S SCARLET CLIMBER.** Masses of brilliant red flowers. 1.25
- PHYLLIS BIDE.** Long loose clusters of semi-double flowers, pale gold at the base, shaded carmine pink; in effect like Gold of Ophir, but stronger growing and more continuous in bloom. . . 1.50
- REVEIL DIJONNAIS.** One of the showiest climbers ever introduced. In spring it produces great masses of very large cup-shaped flowers, semi-double, cerise rose in color, with large golden yellow centers. Of vigorous growth, with glossy bronze foliage. 1.50



MERMAID—\$1.25

Books on Roses

- How to Grow Roses,** by J. Horace McFarland and Robert Pyle \$1.00
- Modern Roses, Vol. II,** J. Horace McFarland 5.00
- Roses of the World, in color,** J. Horace McFarland 3.75
- The Rose Manual,** by Dr. J. H. Nicholas 2.50
- A Rose Odyssey,** by Dr. J. H. Nicholas 2.50
- Roses,** by F. F. Rockwell 1.25

Tree Roses

California Flowerland Tree Roses are budded on long straight stems at a height of 40 inches from the ground, forming a bushy head.

We select only those varieties most suited to this form of rose,

with good foliage, well branched, and of free flowering habit.

Tree Roses are most effective used as accents or for background planting in the Rose Garden, and for bordering walks and driveways, where height is desired.

**For more complete descriptions of the following Tree Roses, see Bush Roses, on the preceding pages.
Price, \$2.00 each; Ten for \$18.00 except as noted.**

- APRICOT QUEEN.** Apricot and orange merging to salmony rose. \$2.50
- CALIFORNIA.** Giant ruddy orange gold, long stemmed. \$2.50
- CONDESA DE SASTAGO.** Scarlet and gold.
- DAINTY MISS.** Single flesh pink, crimson stamens.
- DUQUESA DE PENARANDA.** Orange apricot, shaded deep copper.
- FRAU KARL DRUSCHKI.** The best pure white, heavy foliage.
- GOLDEN EMBLEM.** Bright yellow.
- HADLEY.** Favorite velvety red. A fine Tree Rose.
- HINRICH GAEDE.** Brilliant vermilion orange.
- IMPERIAL POTENTATE.** Giant deep rose pink, fragrant.
- J. OTTO THILOW.** Clear rose pink.
- KAISERIN AUGUSTA VICTORIA.** Favorite white; creamy ivory buds.
- LOS ANGELES.** The finest and most popular pink Tree Rose.
- LULU.** Coppery salmon rose; semi-double flowers.
- MARY HART.** Red Talisman. \$2.50

- MCGREDDY'S YELLOW.** Buttercup yellow.
- MME. JOSEPH PERRAUD.** Nasturtium orange and buff.
- MRS. E. P. THOM.** Fine, pure yellow.
- MRS. PIERRE S. DUPONT.** Reddish gold and yellow.
- PRESIDENT HERBERT HOOVER.** Rose, copper and gold; strong grower.
- RADIANCE.** Carmine pink.
- RED RADIANCE.** Cerise Red.
- ROSE MARIE.** Rose pink, nearly everblooming. Fine the year round.
- SOUTHPORT.** Brilliant, unfading scarlet; fragrant.
- TALISMAN.** Rose and gold.
- THE DOCTOR.** Huge silvery pink flowers, like peonies; fragrant. \$2.50
- VESUVIUS.** Scarlet, poppy-like blooms; showy and free flowering.
- VILLE DE PARIS.** One of the richest yellow roses, splendid in tree form.
- WORLD'S FAIR.** Clusters of deep crimson flowers, with golden yellow centers. Blooms continuously. \$2.50

POLYANTHA OR BABY ROSES

These charming little roses are as free blooming as geraniums, invaluable for their masses of bright flowers, produced in enormous clusters. The plants are dwarf and bushy, wonderful for bedding, borders in the rose garden, and for shrubby borders. The sprays of bloom make grand cutflowers.

For best color effects, plant in groups or masses of one kind.

DICK KOSTER. A vigorous bushy plant, with large bright salmon rose to orange flowers in clusters. Disease-free.75
GLOIRE DU MIDI. (Patented). Huge clusters of small double orange-scarlet flowers are produced on compact bushes with good foliage.75
GLORIA MUNDI. Brilliant scarlet-orange flowers in clusters.75
IMPROVED LAFAYETTE. Lovely, glowing red flowers in clusters, semi-double, open, fragrant. Vigorous bushy plant with soft green foliage.75
MILLE. CECILE BRUNNER. The "Sweetheart" rose. Miniature salmon pink flowers, fragrant.75
MRS. R. M. FINCH. This delightful little rose is a favorite for corsages and small vases and bowls. In form the flowers are like Cecile Brunner, but a richer pure rose pink.75
PINK GRUSS AN AACHEN. Large flowers, like those of the Hybrid Teas, deep orange pink in the bud, fading to salmon pink and white, produced in clusters.75
PINK LAFAYETTE. Very lasting flowers of clear pink, of medium size. One of the most profuse and constant bloomers. A fine dwarf bush, unexcelled for bedding and borders.75
PAUL GRAMPPEL. Deep orange-scarlet flowers in big clusters; brighter and larger than Gloria Mundi, but not as double. Does not burn.75

Four Small Roses

For charming cut flowers and flower arrangements. Use them, like Cecile Brunner, with violets, pinks, etc., in vases or bouquets.

MRS. R. H. FINCH, rose pink	\$.75
ROSENELFE, light pink	1.00
SNOWBIRD, creamy white	1.00
TOPAZ, yellow	1.00

COLLECTION—One plant each of the above varieties, select two-year-old stock, for \$3.00

ROSES FOR BEDDING

Roses are to be found in almost every garden, grown for cut flowers, or as specimen plants, but their importance for lovely bedding effect is often overlooked, except in rose gardens of some pretense. There is nothing more continuously pleasing than a solid planting of one variety of rose, for color effect. For this purpose, the plants should be set closer together, not more than 14-20 inches apart. A dense foliage effect is produced, which makes a handsome background for the rich beauty of the blooms.

The Floribunda and Polyantha types, mostly low growing, with great clusters of flowers, are ideal for bedding and massing. Besides these, we recommend the following list of Hybrid Tea Roses:

Cecil	Margaret McGredy
Countess Vandal	McGredy's Salmon
Gen. McArthur	Mrs. Sam McGredy
Crown of Jewels	Mrs. Dudley Fulton
Golden Dawn	Mme. J. Bouche
Imperial Potentate	Mrs. E. P. Thom
Lady Margaret Stewart	Radiance
Los Angeles	Red Radiance

THE FLORIBUNDA ROSES

Fluffy Ruffles	Springtime
Crown of Jewels	World's Fair
Penelope	

AND THE POLYANTHAS
(see list above)

FLORIBUNDA ROSES

The Floribunda Roses have been especially developed for vigor, ease of culture, and mass color effects. They are disease resistant, of medium height, bloom almost continuously, and do not fade easily.

The flowers range from singles to the large full double types, and the clusters vary in size, often as many as 50 or 60 blooms to a head.

Floribunda Roses should be planted in groups and masses of three or more of a kind. They may be used in the shrubby border, for hedges, borders, and along roadsides. The flowers are lovely and striking for bouquets, and last well in water.

CORNELIA. Flowers about 3 inches across, of rosette form, nearly double, fragrant, strawberry red shaded with yellow, produced in sprays. Very vigorous plant, free flowering, with dark bronze glossy foliage.	1.00
CROWN OF JEWELS. Bright coral-rose flowers. See Bush Roses for description.	1.00
FLUFFY RUFFLES. Clusters of semi-double, cup-shaped flowers of silvery pink, with deeper rose reverse, fragrant. A vigorous plant with leathery foliage; grows to a height of about 3 feet.75
PENELOPE. Clusters of small open, semi-double flowers, shell pink shaded with saffron yellow, with a musk-like fragrance. A shrubby plant, nearly everblooming until late autumn, with dark foliage.85
ROSENELFE. Clusters of very double blooms, La France pink, on long strong stems. Vigorous bushy plants, with large leathery glossy foliage; nearly everblooming. A wonderful variety for cutting,—we like it better than Mille. Cecile Brunner.	1.00
SNOWBANK. (Patented). A fine bedding and border rose, with clusters of semi-double, cup-shaped fragrant white flowers with blush tint just when opening. Dark leathery foliage.	1.00
SPRINGTIME. (Patented). The Apple Blossom Rose. One of the most beautiful and satisfactory Baby roses in cultivation. Flowers about two inches in diameter, cup-shaped, borne in dense clusters just above the healthy bright green foliage. The color is wild-rose pink, with white centers.85
WORLD'S FAIR. (Patented). Masses of blackish crimson flowers, with golden stamens. See All-America Roses for description. ..	1.25

ROSA MUTABILIS

This charming variety was used to enclose our Rose Garden, here at California Flowerland. Plants are very bushy, much branched, about 3 feet high, with many open sprays of single flowers of variable colors, ranging from sulphur yellow and orange, to red and crimson. Fine foliage, nearly everblooming. Makes a wonderful hedge or background for the Rose Garden, or a handsome flowering shrub with its multi-colored blooms. 1-gallon containers, 75c; .. gal., \$1.25

Economy Grade Roses

Popular varieties, established and in bloom, in one-gallon containers. For descriptions, see preceding list. These are the best values to be had at such low prices. For planting in masses, or in beds, we recommend our Economy Grade Roses.

AUTUMN. Burnt orange and gold.
CALEDONIA. Very large white.
CONDESA DE SASTAGO. Orange scarlet and yellow.
DAINTY BESS. Single light pink, red stamens.
DAME EDITH HELEN. Very large pink.
E. G. HILL. Fine bright red, fragrant.
ETOILE DE HOLLANDE. Deep red.
HADLEY. Bright red, beautiful buds.
HINRICH GAEDE. Orange and vermilion.
J. OTTO THILOW. Rose pink.
KAISERIN AUGUSTA VICTORIA. Pure white, fine foliage.
LOS ANGELES. Finest pink, coral and gold.
LULU. Lovely buds, coppery rose.
MRS. E. P. THOM. The best yellow; blooms continuously.
MRS. LOVELL SWISHER. Flesh pink and salmon.
MRS. PIERRE S. DUPONT. Deep yellow, coppery buds.
MRS. SAM MCGREDY. Coppery orange scarlet.
PINK DAWN. Deep rose, orange shading.
PRESIDENT HERBERT HOOVER. Huge two-toned rose, orange scarlet, rose and gold.
RADIANCE. Carmine pink.
RED RADIANCE. Cerise red.
ROSE MARIE. Fine rose pink, blooms constantly.
TALISMAN. Rose, carmine and gold.

Each 35c; 10 for \$1.00; 10 for \$3.00
Please add 3% Sales Tax to California Orders.

Special Quantity Prices ON ROSES

Orders of 10 to 49 Roses, 10% Discount. Orders of 50 or more Roses, 20% Discount on orders of one kind or assorted varieties except special collections.



Pyracantha formosana is lovely in spring bloom; has glossy red berries in fall.

California Flowerland EVERGREEN SHRUBS

Advanced ideas in home building tie the garden to the architecture to form an integral part of the home. The infinite variety of shrubs which can be grown in California, not only ones of handsome form and foliage, but gorgeous flowering shrubs of all kinds, flowers which not only enliven the landscape picture, but which may be used in the home in attractive decorations; and the increasing numbers of rare and lovely new varieties which we are introducing, greatly stimulate the interest in these important features of the garden.

In this catalog we have endeavored to describe briefly some outstanding novelties, and have listed some of the most important standard varieties. The latter are generally well known so we have omitted lengthy descriptions. It is impossible for us to list all of the varieties we grow, and we have many fine shrubs not listed.

SIZES OF SHRUBS

We have listed medium sized shrubs grown in special containers. The 1 and 5 gallon containers are fine, weight about 11 lbs. and 50 lbs. respectively.

We have also specimen sizes in many varieties. Ask for price quotations in varieties in which you may be interested.

Our plants are sturdy, well grown, well shaped, not to be compared with ordinary stock usually sold in 1-gal. and 5-gal. containers.

Abelia

ABELIA GRANDIFLORA. The most generally known of this useful class of shrubs. Glossy foliage and pinkish white flowers. Grows 5 to 6 ft. high. 1-gallon containers, 35c; 5-gal., \$1.25.

ABELIA SCHUMANI. A taller more open type of Abelia which bears an abundance of bell shaped bright rosy lilac flowers. Very hardy. 1-gallon containers, 50c; 5-gal. \$1.50.

Abutilon

FLOWERING MAPLE

ABUTILON HYBRIDS. Graceful shrubs with maple-like leaves, and red, yellow or orange mal-low-like flowers. Very pretty as pot plants or in the garden. 1-gallon containers, 50c; 5-gal. \$1.50.

ABUTILON RED LANTERN. A beautiful shrub, like the Hibiscus, with glossy deep green foliage. The flowers are drooping, bright crimson, giving the appearance of a shrub decorated with red lanterns. Will not stand much frost. 1-gallon containers, 75c; 5-gal., \$1.75.

ABUTILON DOUBLE ORANGE. Like a graceful hibiscus, with handsome, full double flowers of rich orange, this choice shrub is distinctly different and will be prized as a free flowering subject in a colorful garden. 5-gallon container, \$1.75.

Adenocarpus

ADENOCARPUS FOLIOSUS. Resembling Genista fragrans, this bushy shrub has great plumes of deep yellow blossoms, and fine deep green foliage. It makes a well rounded shrub up to six feet in height, but may be kept lower by pruning. 1-gallon containers, 50c; 5-gal. \$1.50.

African Shrub Aster

ASTER FRUTICOSA. 6 ft. One of the finest evergreen shrubs of recent introduction, its deep green needle-like leaves making an excellent background for the quantities of bright lavender flowers, like Michaelmas Daisies. Plant in sunny, well drained location. 1-gallon containers, 50c; 5-gal. \$1.50.

Aralia

ARALIA JAPONICA. A decorative subject for tropical effects, with large glossy green leaves, shaped like a fig-leaf. Unexcelled as a tub subject, or in the garden in a shaded position. 1-gallon containers, 75c; larger specimens, \$1.75 to \$5.00.

Arbutus

ARBUTUS UNEDO. Strawberry Tree. Large shrub 10-15 ft. Of great value for decorative planting. Foliage large, deep glossy green, and bears attractive scarlet strawberry-like fruits, and rosy white flowers in clusters. Needs a sunny position. 1-gallon containers, 50c; 5-gal. \$1.75.

Aucuba

GOLD DUST PLANT

AUCUBA JAPONICA. Symmetrical and shapely shrub, valuable as a pot plant, and for planting in the garden in shady places. Grows about 7 ft. high, and has large, leathery, shiny leaves covered with golden-yellow dots; and large, glossy red berries in winter. 1-gallon containers, each 60c; Specimens, 2-3 ft. bushy, in tubs \$3.50.

Azara

AZARA MICROPHYLLA. Graceful shrub of great beauty, especially fine for planting against a wall where the arching branches and fine glossy foliage make a lacy pattern. Does well in half shade, and grows 6 to 10 feet tall, with inconspicuous fragrant flowers. 1-gallon containers, each 50c; 5-gal. \$1.75.

Bauhinia

BAUHINIA TOMENTOSA. "Sweetheart Bauhinia". India. Tall evergreen shrub, with interesting foliage and drooping yellow bell-shaped flowers, the upper petals being marked with a heart-shaped blotch of dark brown. Valuable as a specimen plant; does well in any soil, in full sun. 1-gallon containers, each 60c; 5-gal., \$1.75.

Barosma

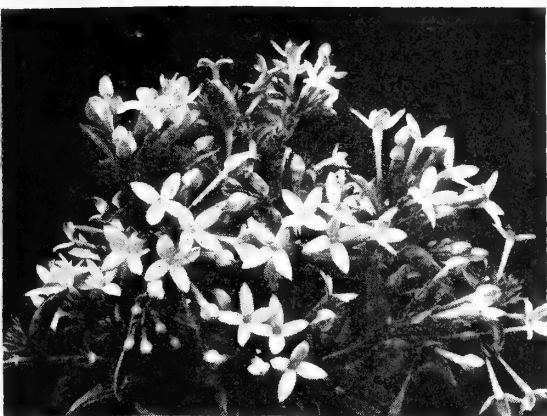
BAROSMA OBOVATA. A dwarf compact shrub resembling the small leaved Myrtus. Very free flowering, with quantities of small white flowers throughout the spring. A fine low shrub for base planting, rock gardens, etc. 1-gallon container, each 75c.

Bearberry

ARCHTOSTOPHYLLOS UVA URSI. Bearberry. Beautiful trailing shrub belonging to the Manzanitas, with small evergreen leaves and small white flowers tinged with red, which are followed by red berries. Thrives in full sun, in well drained soil, and is a splendid plant for covering rocky slopes and sandy banks. 4 inch pots, each 50c; 8 inch pots, each \$1.25.

Blue Hibiscus

ALYOGYNE HAKEAEFOLIA. An interesting and showy new evergreen shrub, growing 6 to 8 feet tall, with long bright green leaves like the foliage of Broom. In late spring and summer, the bush is covered with quantities of hibiscus-like blossoms of lilac purple. Excellent for the dry garden, thriving in a well-drained, sunny location. 1-gal. container, each 75c.



BOUARDIA

Beloperone

BELOPERONE TOMENTOSA. One of the most useful, yet unusual shrubs in our entire collection. It succeeds in the full sun, even in very warm summers and will also grow well in almost full shade. The showy flower spikes are composed of copper-bronze bracts enclosing tubular cream, spotted purple flowers; the shrub is in bloom the year 'round. The flowers make most interesting decorations when cut. Beloperone makes a splendid pot plant, outdoors in Southern California, in window boxes or conservatory where winters are cold. **4-inch pots, 35c; 1-gal. containers, 75c; 5-gal. \$1.75.**

Bouvardia

Handsome low growing, rather spreading shrubs with slender branches and clusters of tubular flowers, flaring at the edge. It should be grown in our gardens much more than it is for cut-flowers, as they are very decorative and lasting. Thrives best in light loamy soil. Colors pink, coral, rose and white. **Price, all varieties, 1-gal. containers, 60c; 5-gal. \$1.75.**

NEW BOUARDIA

BOUARDIA ALBATROSS. A valuable and handsome new sort, larger and finer in every respect than the white Bouvardia Humboldtii. Very free flowering, the plant being covered with masses of very large pure white flowers of waxy substance, more than an inch across, the tubes at least 3 inches long, and intensely fragrant. For cut flowers and corsages, there is nothing more exquisite. **1-gallon container, \$1.00; 5-gal. \$2.00.**

Bowkeria

CALCEOLARIA TREE

BOWKERIA GERARDIANA. South Africa. A very attractive new shrub growing to a height of 6-10 ft. Its clusters of white flowers, glistening like new wax, are shaped like calceolarias and are well set off by a background of deep green foliage. **1-gallon container, 75c; 5-gal. \$1.75.**

Boxwood

BUXUS

These very ornamental shrubs are quite necessary in the formal garden, as well as being attractive in shrubby groups. For tub culture as specimens they are unequalled, as they stand trimming into any desired shape.

BUXUS JAPONICA. Japanese Boxwood. Makes the most attractive bright green low border or hedge. Its glossy foliage gives a finished appearance to the garden. It is also the best species for trimmed specimens, either in tubs or in formal gardens. **1-gallon containers, 40c; 3-inch pots, 15c; in plant band pots, 100 for \$3.50.**

PRICES ON BUXUS JAPONICA

TRIMMED PYRAMIDS

26 to 28 inches high	\$ 3.50
28 to 30 inches high	\$ 4.50
30 to 32 inches high	\$ 5.50
32 to 34 inches high	\$ 6.50
34 to 36 inches high	\$ 7.50

TRIMMED GLOBES

14 in 16 inches diameter	\$ 3.50
16 in 18 inches diameter	\$ 4.50
18 to 20 inches diameter	\$ 5.50
20 to 24 inches diameter	\$ 6.50
24 to 26 inches diameter	\$ 7.50
26 to 28 inches diameter	\$ 8.50
28 to 30 inches diameter	\$10.00
30 to 32 inches diameter	\$11.50
32 to 34 inches diameter	\$12.50
34 in 36 inches diameter	\$13.50

Brunfelsia

Rare Blue-Flowered Shrub,
from South America

BRUNFELSIA FLORIBUNDA. A beautiful shrub that is coming into wide use in California. Flowers, shaped somewhat like Vinca but larger, are about 1½ inches across, rich violet in color, changing with age through lilac to almost pure white. It blooms throughout the year, having a tremendous crop of flowers in spring, in great clusters. These flowers are highly perfumed, and cut sprays, which last well in water, remind one of giant clusters of lilacs, both in color and fragrance. The Brunfelsia makes a free flowering pot plant, and may be grown in sunny window boxes and pots, or as a conservatory plant. In California it makes a beautiful specimen outdoors, and an exceedingly attractive hedge. **1-gallon containers, 75c; 5-gal. \$1.75.**

BRUNFELSIA EXIMIA. An even finer shrub than the better known variety Brunfelsia floribunda. The foliage is more luxuriant, soft green, and the plant has a more shapely habit of growth, with larger flowers of deep blue. **1-gallon containers, \$1.00; 5-gal. \$2.00.**

Buddleia

Tall, hardy shrubs, bearing long spikes of lilac-like blossoms, many of which are fragrant. Bushes are rather straggly in growth, unless kept well pruned. Chiefly valuable against walls, fences, garages, and for their pretty blossoms, which are very desirable for cut-flowers.

BUDDLEIA ASIATICA. White, fragrant flowers grayish green. **1-gallon container, 35c; 5-gal. \$1.25.**

BUDDLEIA CHARMING. An unusual shade in Buddleias, the showy spikes, 12 to 18 inches in length, of fragrant flowers being a lovely shade of lavender pink. Grows very rapidly, to a height of 8 feet, is quite hardy, and blooms from late summer through autumn. **1-gallon containers, each 60c; 5-gal. \$1.50.**

BUDDLEIA DUBONNET. Massive round spikes of true Dubonnet red flowers, showy and rich, in late summer. The plant grows erect, strong stemmed, with heavy leathery foliage. A handsome shrub and splendid cutflower. **1-gallon containers, each 60c; 5-gal. \$1.50.**

BUDDLEIA ILE DE FRANCE. For brilliance and richness of color, uniform habit of growth, and great length of flower spikes which are freely produced, this new Buddleia surpasses all of the dark purple varieties. The flowers are a very deep violet purple, much darker than the common Magnifica. **1-gallon containers, 40c; 5-gal. \$1.25.**

BUDDLEIA MAGNIFICA PRECHTLII. Another fine Buddleia, and one of the very best for cutting. The flowers are brilliant rosy-lavender enlivened by a touch of orange at the throat. They are produced in very long, beautiful spikes, probably the largest of any Buddleia. A fine companion to Ile de France. **1-gallon containers, 35c; 5-gal. \$1.25.**

Callistemon

BOTTLE BRUSH

CALLISTEMON SPECIOSA. Large shrubs with willowy branches and leaves, and deep red "Brushes". Native to Australia, thriving exceedingly well in our climate. Single specimens often form small trees; when trimmed they make very desirable shrubs for mass planting. They succeed admirably in dry locations; requiring well drained soil. **5-gal. containers, \$1.50.**

CALLISTEMON VIMINALIS. This makes a beautiful weeping small tree, upon the drooping branches of which are produced the brilliant red, showy flowers. It blooms four times a year, covering an unusually long period. Unlike most Bottle Brushes it likes plenty of water, and consequently makes an ideal lawn specimen. **1-gallon containers, 50c; 5-gal. \$1.75.**

Cantua

MAGIC FLOWER

CANTUA BUXIFOLIA. This plant can be used as a semi-vine or as a shrub useful for covering banks or terraces. Flowers are about two and one-half inches long, tubular, Fuchsia-like and bright red in color; very showy. **1-gallon containers, 50c; 5-gal. \$1.75.**

Carissa

CARISSA GRANDIFLORA. Natal Plum. One of the most beautiful of our evergreen shrubs. The foliage is dark glossy green, and very dense. Flowers are waxy, pure white, with a jasmine-like fragrance and when in bloom, the bush has the appearance of being covered with stars. The fruit is an additional attraction — bright red, like a very large cranberry, and is edible. The shrub stands shearing well, and is admirably adapted to seacoast planting, even standing salt-spray. Also succeeds in the interior if given frost protection. **1-gallon containers, 50c; 5-gal. \$1.50.**

CARISSA GRANDIFLORA PROSTRATA. A dwarf, low spreading form of the above, with fine deep green glossy foliage and very fragrant white flowers, followed by crimson fruits. Splendid for covering banks and for foreground planting. **1-gallon containers, each 75c; 5-gal. \$1.75.**

Cassia

CASSIA NAIROBENSIS. Attractive bushy shrub, growing ten to fifteen feet high. Grows very rapidly, and blooms freely; long spikes of deep golden yellow flowers as large as a cluster of wistaria blooms. Leaves pinnate, bright green. Shrub well adapted to dry locations. **1-gallon containers, 60c; 5-gal., \$1.75.**

CASSIA SPLENDIDA. South America. One of the most showy of this genus. The shapely bush makes a fine lawn specimen, with clear brilliant golden yellow flowers like the Golden Shower of Hawaii, produced in such great profusion that the bush is a mass of gold from summer until the beginning of winter. These flowers make exquisite cut-flower decorations. Well adapted to Southern California coastal belt from Santa Barbara to San Diego. **\$1.00; Large flowering specimens \$2.50.**

CASSIA TOMENTOSA. A tall shrub or bushy tree, with attractive deep green foliage and large golden yellow flowers the greater part of the year. Especially useful for background planting in groups of shrubbery, or at the fringe of a lawn area. **1-gallon container, 60c; 5-gal., 4-5 feet, \$1.75.**

Ceanothus

CALIFORNIA WILD LILAC

Beautiful shrubs with attractive foliage, and lovely dainty flowers. Very satisfactory for hill-side plantings where a native effect is desired. Must have well drained soil.

CEANOTHUS ARBOREUS. Makes a large shrub or small tree of very rapid growth. Leaves larger than most other varieties, dark glossy green. Flowers in large trusses, light blue. **1-gallon containers, 75c; 5-gal. \$1.75.**

CEANOTHUS CYANEUS. The very dark blue variety, native to the mountains in San Diego County. Small glossy foliage. Very beautiful. **1-gallon containers, 75c; 5-gal. \$1.75.**

CEANOTHUS GLORIOSUS. A valuable addition to the list of prostrate shrubs, of low, spreading growth, not more than 8 inches high, forming a dense mat, 6 to 8 feet in diameter, of glossy, evergreen foliage. In spring, the plants are a mass of brilliant blue flowers, sweetly fragrant. Makes a wonderful ground cover for a north bank or hillside. Should have at least partial shade, and some watering. Plant with taller growing Ceanothus or with Fremontia, for spectacular color effects. **1-gallon containers, each \$1.00.**

Cestrum

CESTRUM AURANTIACUM. Attractive native of Central America, quite hardy here. Will grow with more moisture in the soil than a good many of our usual shrubs. The flowers are borne in panicles, deep orange in color, 8 ft. **1-gallon containers, 50c; 5-gal. \$1.50.**

CESTRUM FASCICULATUM. Tall slender shrub, with gracefully arching branches and heart-shaped leaves and clusters of crimson tubular flowers at the ends of the drooping branches, in spring. A fine plant for the patio, that requires plenty of water and good drainage. Mocking birds are very fond of the berries. **1-gallon containers, each 50c; 5-gal. \$1.50.**

CESTRUM NEWELLI. Has clusters of bright crimson flowers, larger and more brilliant than those of C. fasciculatum. Blooms almost continuously. **1-gallon container, 75c; 5-gal. \$1.75.**

CESTRUM PARQUI. Night-blooming Jessamine. Medium sized shrub from Chile, with yellowish green leaves and stems, bearing clusters of small cream-colored flowers, which are extremely fragrant at night. **1-gallon containers, 50c; 5-gal. \$1.50.**



ORNAMENTAL DWARF CITRUS

In addition to their valuable fruiting qualities, Dwarf Citrus are most ornamental in landscape gardening, when used as hedges, specimen shrubs, or in pots. Their fragrant blossoms and handsome fruits are typical of California gardens.

In 9-inch pots, for ornamental use, we have, besides the Otaheiti Orange shown above, the Rangpur Lime, Tahiti Lime, Tangelo, and the Meyer and Variegated Lemons, priced from \$1.75 to \$2.50.

MEYER LEMON. This dwarf lemon has beautiful large deep golden yellow fruits. The juice is of excellent quality. Glossy green foliage and fragrant blossoms add to its ornamental value. Gallon containers, each 75c; 9-inch pot specimens, \$1.50; balled bush plants, 1½ to 2 feet, each \$1.75.

VARIEGATED LEMON. Like the Eureka Lemon, except that the foliage is beautifully striped and variegated green, pink, and white, as is the fruit. Flesh and juice are pink. Balled, bushy plants, each \$2.00.

Chamaelaucium

CHAMAELAUCIUM CILIATUM. Geraldton Wax Flower. A recent introduction from Australia, that has proved one of the most beautiful and satisfactory shrubs for Southern California. It thrives under ordinary conditions, in full sun. Plants are much branched, with fine heath-like foliage, and from January to April are covered with masses of pink cup-shaped flowers of delicate beauty, ¾ to 1 inch across, crimson centered. Exquisite for cutting, the flowers lasting more than a week in water. Plants should be pruned back after the flowering season. 1-gallon containers, each 85c; 5-gal. \$2.00 and \$2.50.

Cistus

THE LOVELY ROCKROSES

Useful flowering shrubs, small or medium sized, of compact bushy habit. Very hardy, thriving with little moisture. May be used on banks, terraces, or hillsides, and in large rockeries. The single rose-like blossoms are most attractive.

CISTUS LADANIFERUS MACULATUS. Brown Eyed Rockrose. Long narrow leaves, deep green, glistening like varnish that is not yet dry. Flowers large, often four inches across of crepe-like texture, pure white with a conspicuous brown spot at the base of each petal. 1-gallon cans, 50c; 5-gal. \$1.50.

CISTUS PURPUREUS. Improved Rockrose. Rounded bush 2½-3 ft. high with deep green foliage and very large flowers of striking salmon-rose, reflecting purple toward the center. A magnificent small shrub for dry, sunny locations. 1-gallon containers, 50c; 5-gal. \$1.50.

CISTUS CORBARIENSIS. A beautiful low growing shrub, quite spreading in habit, which will be especially valuable on slopes or sunny areas in the garden. It has attractive sage-green foliage and charmingly formed pure white blossoms about two inches across. 1-gallon containers, 60c; 5-gal. \$1.75.

SILVER PINK CISTUS

A magnificent variety from England. It has crepe-like blossoms as large as *Cistus purpureus*, which it resembles, and the color of the flowers is a delightful clear silver pink. 1-gallon containers, 60c; 5-gal. \$1.50.

Cocculus

COCCULUS LAURIFOLIUS. A splendid large shrub especially useful for specimens and filling spaces in the shrubby border. The long, heavy deep green leaves have a brilliant luster, making the whole shrub very effective. 1-gallon containers, 75c; 5-gal., 2½-3 ft. \$2.00. Boxed 5-6 ft. \$15.00.

Convolvulus

CONVOLVULUS CNEORUM. Southern Europe. A choice compact shrub growing to a height of 2 feet, with attractive small silvery foliage and masses of pure white cup-shaped flowers about 1½ inches across. Fine for sunny, well drained situations, quite hardy. 1-gallon containers 75c; 5-gal., \$1.75.

Coprosma

COPROSMA BAUERI. One of the most useful shrubs, especially near the seacoast, for foundation planting and hedges. It has bright green, roundish leaves, so glossy as to appear varnished. Grows to a height of three or four feet. 1-gallon containers, 40c; 5-gal., \$1.50.

Correa Pulchella

A NEW FLOWERING SHRUB—Known as Australian Fuchsia. Low shrubs for foreground planting and locations such as in front of windows are not too numerous, so that any new ones which are also beautiful are most welcome introductions. The *Correas* grow about two feet high, and are somewhat spreading, but bushy in habit. Their foliage is dense, and a pleasing deep olive green, attractive even without the lovely little bell-shaped pink blossoms which are produced in profusion. The flowering branches are very appealing when cut and arranged in a vase or bowl with a suitable flower holder. 1-gallon containers, 75c; 5-gal., \$1.75.

CORREA ALBA. A larger form, taller growing, with greyish or olive green foliage and bell-shaped pure white flowers. 1-gallon container, 50c; 5-gal. \$1.50.

CORREA SPECIOSA. Attractive yellow flowered variety that does well in sandy soil and exposed situations. 1-gallon container, 75c; 5-gal. \$1.75.

Cotoneaster

COTONEASTER ADPRESSA. The best of all the dwarf spreading Cotoneasters, and splendid for covering banks and slopes. Grows very low, rooting as it spreads, and has shiny rounded leaves and fragrant pink flowers.

COTONEASTER APICULATA. Cranberry Cotoneaster. A beautiful dwarf hardy sort, with the largest berries of all. Grows to 4 feet in height, with arching branches covered with shiny evergreen foliage, and bearing masses of large bright crimson berries in autumn. Plant this in full sun. 1-gallon container, 60c; 5-gal. \$1.50.

COTONEASTER BULLATA MACROPHYLLA. A spreading shrub growing to 6 feet in height, with large handsome leaves that turn rich orange and red in fall. In spring the branches are covered with light pink flowers, followed by great clusters of shiny red berries from September to January. A good variety for shady locations. 1-gallon container, 75c; 5-gal. \$1.75.

COTONEASTER COOLIDGEI. A beautiful little shrub, like a miniature Cotoneaster *pannosa*, with soft silky grey foliage, prettily branched close to the ground making a little rounded bush. A wonderful thing for foreground plantings, and a gem in the rockery. 4-inch pots 35c; 1-gal. 50c; 5-gal. \$1.50.

COTONEASTER GLABRATA. Vigorous shrub of upright growth, with handsome large leaves and large clusters of brilliant red berries. 1-gallon container, 75c.

COTONEASTER HORIZONTALIS. Very flat and spreading, fine for corners of lawn, steps or rocks. Small bright green leaves, turning bright colored in fall. Brilliant red berries in profusion in fall.

COTONEASTER PANNOSA. The most widely planted of all the berried shrubs. Grows about 8 ft. high, with arching branches and soft green foliage, silvery underneath. The white flowers are followed by red berries, making a beautiful appearance.

COTONEASTER PANNOSA NANA. A fine low-growing sort with stiff upright branches of very neat habit for shrubby borders, etc. Has small round leaves of deep green, whitish beneath, and clusters of small bright red berries.

COTONEASTER PARNAYI. We consider this the handsomest of all the taller growing Cotoneasters. The berries are largest of all, shining deep red, in immense clusters, beautifully displayed among the large glossy green leaves. The shrub is beautiful all the year—the great clusters of creamy white flowers are very attractive in spring and the berries make a beautiful display in fall and winter.

Price of all Cotoneasters: 1-gallon containers, 50c; 5-gal containers, \$1.50, except where noted.

EVERGREEN SHRUBS

Crotalaria

CANARY BIRD SHRUB

CROTALARIA AGATIFLORA. East Africa. A hardy shrub, bearing for a long period of time long racemes of curiously shaped flowers which are like green-gold in color—a real Chartreuse hue. This color and the shape of the blossoms suggest the name "Canary Bird Shrub". The long blossom spikes and unusual color invite one to create many intriguing floral arrangements, and the flowers are continuously produced that a wealth of cut spikes may be had for many months. The cutting of the flowers benefits the shrub, and keeps it shapely. Plant in a sunny location, where it is very easily grown. 1-gallon container, 75c; 5-gal. \$1.75.

Daphne

DAPHNE ODORA. One of the most attractive low growing shrubs, much branched, and valued for its fine deep evergreen foliage and the clusters of lovely waxy pink flowers, which are of exquisite fragrance. Blooms from January to March. Plant in shade or half-shade, in the foreground of shrubbery borders. 4-inch pots, each 60c; balled plants, 6 to 9 inches in diameter, each \$1.00; 12 to 18 inches in diameter, each \$2.50.

Datura

ANGEL'S TRUMPET

DATURA SUAVEOLENS. Striking subjects for landscape effects in the garden and patio. The large foliage is in itself effective, giving a tropical atmosphere. The handsome white trumpet shaped flowers are very conspicuous and fragrant. Grows in any soil, in sun or shade. Fairly tender, but can be grown in pots or tubs where freezing temperatures occur. 1-gallon containers, 60c; 5-gal. 4-5 ft., \$1.75; boxed specimens \$3.50.

Diosma

BREATH OF HEAVEN

DIOSMA ERICOIDES. (alba). Small rounded heather-like shrub bearing small white flowers in great quantities. The finely cut foliage is extremely fragrant. Must have good drainage. 1-gallon containers 50c; 5-gal. \$1.50.

PINK DIOSMA—*Diosma pulchrum*

A lovely pink flowered shrub, very similar in its requirements and habits of growth to the white one. Covered with lavender pink flowers in winter and spring. 1-gallon container, 50c; 5-gal. \$1.50.

Dombeya

DOMBEYA CALANTHA. Resembles *D. Cayeux* in habit of growth, but the soft pink flowers are produced in more open clusters, hanging at the end of each branch; very free flowering. 1-gallon container, 75c; 5-gal. \$2.00.

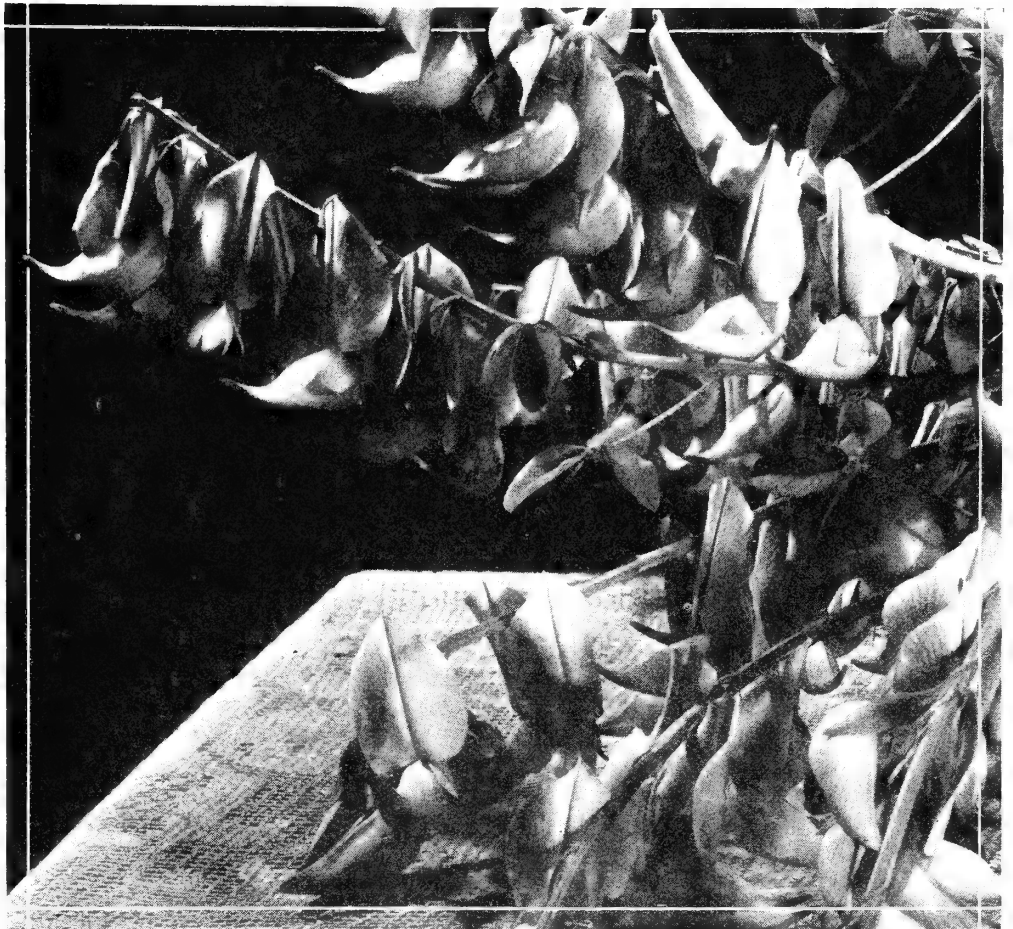
DOMBEYA CAYEUX. Large leaved tropical shrub from Madagascar. Of rapid growth, reaching a height of ten to twelve feet, round and bushy, if well pruned, giving a luxuriant tropical effect. Beautiful huge flower clusters, like those of the Eastern Snowball, of clear bright pink, are produced on drooping stems, during the winter. Will not stand much frost. 1-gallon container, 50c; 5-gal. \$1.75.

Duranta

DURANTA PLUMIERI. Sky Flower; Golden Dewdrop. From West Indies and Central America. An attractive and useful strong-growing shrub, with glossy green leaves. The flowers are borne in drooping racemes toward the end of the branches and are a beautiful sky-blue. Waxy golden yellow berries follow the flowers, and are carried well through the winter. The shrub is tall growing, and unless trimmed will attain a height of 20 to 25 feet. Adapted to almost any soil. 1-gallon containers, 50c; 5-gal. \$1.50.

Elaeagnus

ELEAGNUS PUNGENS VARIEGATA. Silverberry. Highly ornamental shrub of medium height, and rather horizontal habit of growth. Foliage is most attractive, bright green with broad golden margin. Does well in shaded situations, planted with other shrubs, all along the coast and inland. 1-gallon containers, each 75c; 5-gal. \$1.75.



CROTALARIA—Canarybird Shrub. Fascinating Chartreuse colored flowers for decorations

Eranthemum

One of the Finest Blue-Flowered Shrubs

ERANTHEMUM PULCHELLUM. Because of its spikes of rich deep blue, phlox-like flowers, the color of *Delphinium bellamosum*, which are borne in winter and spring when flowers of this color are scarce; because it grows well in shade where not many flowering shrubs will; and because its rich green embossed leaves are so handsome, this rare shrub is one of the most valuable recent introductions for California gardens. It makes a shapely subject about 3 ft. high, and succeeds in almost any soil. 1-gallon container, 75c; 5-gal., 2-3 ft., \$2.00.

Erica

HEATHER

ERICA HELIANA. Compact plant of upright growth, the long branches covered with long tubular flowers of lovely salmon rose during the spring months. 4 inch pots, each 35c; 1-gallon container, 50c; 5-gal. \$1.50.

ERICA PRESIDENT FELIX FAURE. Of somewhat taller, more open habit of growth, with showy tubular flowers of pink and white. This variety and the preceding are known as French Heathers, and are used extensively as pot plants for decorative purposes. 4 inch pots, each 35c; 1-gallon container, 50c; 5-gal. \$1.50.

ERICA CODONODES. The finest white Heather. Beautiful bushy plants covered with small snow-white flowers in broad panicles, during the winter. 4 inch pots, each 35c; 1-gallon container, 50c; 5-gal. \$1.50.

ERICA MEDITERRANEA HYBRID. Dwarf Mediterranean Heather. Compact, low, rounded plant, about 2 feet high, the plummy branches covered with small cup-shaped flowers of deep rose pink, from early spring until June. 4 inch pots, each 35c; 1-gallon container, 50c; 5-gal. \$1.50.

ERICA MELANTHERA. One of the showiest and most popular sorts, strong bushy plants, to 6 feet high, covered with small rosy pink flowers from November to March, in long sprays. Should have a sunny situation and good drainage. 4 inch pots, each 35c; 1-gallon container, 50c; 5-gal. \$1.50.

ERICA MELANTHERA RUBRA. Like the preceding, with much deeper colored flowers, very showy. 4 inch pots, each 35c; 1-gallon container, 50c; 5-gal. \$1.50.

ERICA PERSOLUTA. Bushy compact plant, 4 feet high. During the winter and early spring, the plants are completely covered with small rosy pink flowers. Beautiful and showy, one of the best. 4 inch pots, each 35c; 1-gallon container, 50c; 5-gal. \$1.50.

ERICA REGERMINANS. Bushy plants, covered in spring with small bell-shaped flowers of deep rosy lavender. Very graceful, showy and fine. 4 inch pots, each 35c; 1-gallon container, 50c; 5-gal. \$1.50.

ERICA REGERMINANS RUBRA. Flowers of deep rosy pink, in dense sprays. 4 inch pots, each 50c.

ERICA REGERMINANS—LOIS. Flowers of deep rose, with bronze tint, in long sprays. Very fine and new. 4 inch pots, each 50c.

Escallonia

Escallonias are very useful and ornamental shrubs for all of California, especially near the coast. They grow from four to eight feet high, quite spreading, with good-looking foliage of deep green, and bloom profusely most of the year, their flowers in great, showy clusters at the ends of each branch.

ESCALLONIA GLASNEVINENSIS. "Appleblossom Escallonia". A very fine variety from England, compact in habit with beautiful blush-pink flowers. Grows about four feet high. 1-gallon containers, 50c; 5-gal. \$1.50.

ESCALLONIA MONTEVIDENSIS. The flowers are pure white, borne in immense clusters. Grows about six feet high with large, glossy leaves. 1-gallon containers, 40c; 5-gal. \$1.50.

ESCALLONIA RUBRA. Low and compact, with large, glossy deep green leaves, and rich red flowers. 1-gallon containers, 50c; 5-gal. \$1.50.



SOUTH AFRICAN TREE DAISY (Euryops)

Every garden in Southern California should have this unique shrub that gives a brilliant display of butter-yellow flowers all winter. See description above.

Eugenia

Attractive shrubs, or small trees, having creamy white flowers, formed like English Myrtle only much larger, followed by purplish red fruits in great profusion. The foliage is bronzy red when young, and a deep shiny green when developed. They are strong growers and lend themselves well to formal gardens, as they trim into any desired shape. They are also good in pots or tubs and will grow in the sun or partial shade.

EUGENIA HOOKERI. Foliage and fruit larger than *E. myrtifolia*, and not so dense, unless trimmed, but like boxwood, stands trimming and is taking the place of Bay trees for specimen plants.

EUGENIA MYRTIFOLIA. Very dense in growth, sometimes used for hedges, for which it is a beautiful subject. Also makes neat, trimmed specimens.

Price of either variety, 1-gal. containers, 40c; 5-gal., 4-5 ft., \$1.50; 5-6 ft., \$1.75.

Prices of boxed or trimmed specimens upon application.

ROSE APPLE

EUGENIA JAMBOS. A large spreading shrub or small tree of great ornamental value for warmer locations in southern California. The leaves are about six inches long, rich crimson on the new growth, becoming glossy green. The flowers are in clusters, large fluffy balls of creamy white followed by interesting yellow fruits which have the perfume and flavor of rose-petals. 1-gallon containers, 75c; 5-gal. \$1.75.

LILLI-PILLI TREE

EUGENIA SMITHII. A beautiful tall shrub or small tree, fifteen to twenty feet high, resembling in growth and foliage *Eugenia Hookeri*, with its glossy bronzy green foliage. In winter it is a lovely sight, covered with large clusters of soft lavender colored berries. The cut sprays of berries and leaves have great decorative value. 1-gallon containers, 75c; 5-gal. \$1.75.

SURINAM CHERRY

EUGENIA UNIFLORA. A very attractive shrub growing about six feet high, with foliage and beautiful edible fruit. 1-gallon containers, 75c; 5-gal., 2 to 3 feet, \$1.75.

Euryops

A South African Tree Daisy

EURYOPS ATHANACIAE. This is entirely different from any plant we know. The shrub has a lacy appearance, although leafless, the finely divided stems look like feathery foliage. It bears large numbers of beautiful clear butter-yellow, slender petalled daisy-like flowers of great size, often 4½-5 inches across. In form and color the flowers greatly resemble a fine *Doronicum*. They are most useful for cutting as the stems are sturdy and strong. The plant may be grown as a large branched-bush, or even trained into a round-topped standard. Blooms all winter. 1-gallon container 60c; 5-gal. \$1.75.

Feijoa

Pineapple Guava

FEIJOA SELLOWIANA. A large shrub, 10 to 12 feet, valued for its beauty of form and foliage, as well as for the delicious fruits it bears. Glossy deep green leaves, silvery white beneath, and attractive showy flowers with bluish white petals and conspicuous red stamens. Fruit is about the size and shape of an egg, deep green, with a spicy aroma and flavor, best described as a blending of raspberry, banana and pineapple. Makes delicious preserves and jellies, and is excellent eaten out of hand. 1-gallon containers, 50c; 5-gal. \$1.50.

Ficus nitida

SMALL-LEAVED RUBBER

For the one who plans his landscape setting for permanency, this shrub or tree is one of the most valuable subjects grown. It is always beautifully clothed with deep green glossy foliage, the leaves a little smaller than those of the orange. As a trimmed shrub it has no equal; it is of quite slow growth and keeps its form as well as the Bay Tree. It can be shaped into any desired form, globe, pyramid, columnar, or a round-topped standard, permanently beautiful as specimens in pots, tubs, or open ground. In pots or tubs they will grow in sun or shade, withstanding quite adverse conditions; ideal for porch, patio or display room.

For a trimmed hedge of any desired height from one foot to eight feet its classic beauty blends with most types of architecture. Is particularly desirable in formal gardens, lending a permanent rich finish that leaves nothing to be desired.

When allowed to grow naturally, *Ficus nitida* forms a beautiful tree of great character.

Trimmed plants 18 to 24-inches, \$2.00;
24 to 28-inches \$2.50;
28 to 30-inches, \$3.00;
30 to 36-inches, \$3.50; 3-4 ft., \$4.50; 4-5 ft., \$5.50.

Round-headed standards 6-7 ft., \$7.50.
1-gallon containers 12-18 inches, 75c; 4-inch pots, 50c.

Gardenia

Cape Jasmine

The waxy white, double flowers of these handsome glossy leaved shrubs are much prized for corsages and to perfume the house. They prefer a sunny position in most localities, in well drained soil.

GARDENIA GRANDIFLORA, "MYSTERY". An improved type with very large, beautifully formed double flowers of exquisite fragrance. The bushes, vigorous growing, have large deep green, shining leaves. Flowers freely all winter and at intervals in other seasons. 1-gallon container, 75c; 5-gal. \$2.00.

GARDENIA RADICANS. Miniature *Gardenia*. A charming sort, with miniature double fragrant flowers exactly like those of the large flowering sorts, and ideal for boutonnières. Plant is dwarf and compact, with small glossy green leaves, very decorative as a pot plant. Gallon container, \$1.00.

Genista Broom

The Genistas are handsome ornamental shrubs, quite hardy, with small feathery soft foliage and showy yellow or white flowers in the spring and summer. They require full sun and should not be overwatered.

GENISTA ANDREANA. (*Cytisus andreanus*). An erect growing broom, to 8 or 10 feet, with slender branches and very small leaves. Flowers are beautiful and striking, bright yellow with dark crimson wings, followed by brownish seed pods. 1-gallon container, 60c; 5-gal. \$1.50.

GENISTA MONOSPERMA PENDULA. Bridal Veil Broom. A lovely shrub, with gracefully arching slender branches, covered in spring with dainty white flowers, which are effective as cut flowers. Should have a well drained, sunny position. 1-gallon container, 60c; 5-gal. \$1.50.

GENISTA RACEMOSA. *Cytisus racemosa*. Growth is more flat and spreading, the flowers larger, and in great masses, at the ends of the branches. One of the best of the Genistas. 1-gallon container, 40c; 5-gal. \$1.50.

Grevillea

The genus Grevillea, native of Australia, is adapted admirably to California, if the soil is inclined to be dry.

GREVILLEA BANKSII. Bushy spreading shrub, growing to 8 feet in height, with attractive fern-like foliage and erect clusters of fuzzy crimson flowers. Handsome for massing in sun or half-shade. 1-gallon container, 50c; 5-gal. \$1.75.

GREVILLEA ROSMARINIFOLIA. Rosemary Grevillea. A dense, compact rounded shrub, with narrow deep green Rosemary-like foliage. Small pink and white flowers in spring. Grows 4 to 6 feet high, thrives almost anywhere, in sun or partial shade. 1-gallon container, 60c; 5-gal. \$1.75.

GREVILLEA THELEMANNIANA. Sometimes called "Hummingbird Bush". A dainty graceful shrub, of bushy habit, growing to height of 5 or 6 feet. Foliage feathery, having needle-like appearance. Flowers borne in great profusion bright orange-scarlet. Do not plant in wet location. 1-gallon containers, 50c; 5-gal. \$1.50.

GREVILLEA OBTUSIFOLIA. This newer variety is very useful in Southern California Gardens to cover sunny slopes and terraces, and in rockeries. It is of spreading, procumbent form, and bears bright red flowers, much like *G. thelemanniana*, very freely in summer. In hanging baskets and pots it droops over the edges, making beautiful cascade of attractive foliage and blossoms. 4-inch pots 35c.

Grewia

GREWIA CAFFRA. This unusual shrub has a very interesting habit of growth, the branches being produced on one plane, making it especially adapted to training against a flat surface. It is also a beautiful subject to grow at the edge of stream or pool, or to spread over rocks. It blooms freely throughout the spring and summer with rosy-lilac star-shaped flower. 1-gallon container 60c; 5-gal. \$1.75.

Hardenbergia

HARDENBERGIA MONOPHYLLA. Upright shrub with heart-shaped leaves, and long erect clusters of small pea-shaped flowers at the ends of the twining branches, resembling wisteria blossoms. We offer two colors, rose pink, and violet-blue. 1-gallon container, 50c; 5-gal. \$1.75.

Helianthemum

SUN-ROSE

HELIANTHEMUM OCYMOIDES. A very pretty sun-loving shrub, of upright habit, reaching 3 ft. Attractive slender branches and small foliage, and bearing continuously bright yellow flowers, like the *Cistus*, with dark eyes. 1-gallon container, 50c; 5-gal. \$1.50.

Holmskioldia

Chinese Hat Plant

HOLMSKIOLDIA SANGUINEA. A very interesting and showy shrub. It has a copious supply of curious flowers with brick-red bracts, in racemes, excellent for cutting, throughout the year. Useful also as a semi-climber, and for patio planting, preferring a sunny position and plenty of water. 1-gallon container 75c; 5-gal. \$1.75.



FICUS NITIDA—a small leaved rubber plant. We know of nothing more adaptable for pot or tub culture.

Hypericum GOLD FLOWER

Useful shrubs for various places such as banks, shrubbery borders, foundation plantings, and filling in around larger shrubs. They are not particular about soil conditions, and will grow in the sun or shade.

HYPERICUM AUREUM. Shapely erect shrub, growing about three feet high with especially fine large showy golden yellow blossoms with waxy petals and fluffy golden stamens which remain on long after the petals have dropped. 1-gallon containers, 50c; 5-gal. \$1.50.

HYPERICUM MOSERIANUM. Low growing; makes compact little shrub 3 ft. high, and 2 to 3 ft. across. Bears numerous large, bright golden-yellow flowers all through the summer. 1-gallon containers, 40c; 5-gal. \$1.50.

HYPERICUM CALYGINUM. A fine ground cover that will grow in almost any situation, sun, shade, or under trees. Dark green foliage and golden flowers. 1-gallon containers, 35c.

Ilex HOLLY

ILEX AQUIFOLIUM. English Holly. This, with its prickly, glossy green foliage and beautiful berries, will succeed admirably in Southern California, if planted in a shaded location in porous soil. All of the plants we list are grafted berry-bearing (self fertile). We have a notable selection of sizes, all shapely plants. Ask or call for description and prices.

ILEX AQUIFOLIUM VARIEGATUM. A beautiful type with glossy, golden edged leaves. Ask for description of sizes.

CHINESE HOLLY

ILEX CORNUTA. Native of China, this holly is at home in California, withstanding extreme heat and cold, and succeeding either in full sun or shade. The leaves are large rich glossy green, prickly; the berries also large and bright red. A valuable and handsome shrub growing about five feet high. 1-gallon container, 60c; 5-gal. \$1.75.

ILEX PERNEYII. Very beautiful Holly in every respect, resembling a miniature English Holly with erect branches thickly set with small prickly leaves of deep green. Female plants bear profusion of bright red berries which stay on long time. Grows very slowly and makes a fine specimen or pot plant. 5 inch pots, each \$1.00.

Itea

ITEA ILICIFOLIA. A handsome shrub with Holly-like foliage, growing about 3 ft. high, gracefully spreading. It is valuable for foundation planting, near walls, and wherever moderately low-growing shrubs are desired. The clean, glossy deep green foliage is always attractive and the spikes of tiny blossoms are extremely fragrant. 1-gallon containers 75c; 5-gal. \$1.75.

Lochroma

LOCHROMA FUCHSIOIDES. A very showy shrub with magnificent clusters of waxy orange-red tubular flowers. The foliage is large, attractively tropical in appearance. 1-gallon containers, 60c; 5-gal. \$1.50.

LOCHROMA LANCEOLATA. Tropical shrub, similar to the *Cestrum*. Grows bushy, 4 to 8 ft. high. Flowers tube shaped, 3 to 4 inches long, rich deep purple, and borne in large clusters. 1-gallon containers, 75c; 5-gal. \$1.75.

HIBISCUS

Bring the tropical splendor of Hawaii to your garden by planting these gorgeous shrubs. They thrive in Southern California wherever there is comparative freedom from frost.

Prices quoted are for strong plants in one-gallon containers. Ask for prices on larger specimen plants.

AGNES GAULT. Enormous velvety single flowers of bright salmon rose. One of the most popular. **50c**

AMERICAN BEAUTY. Most sensational in size and color, glowing American Beauty red. A rare novelty. **\$1.00**

APRICOT. Single, apricot yellow with crimson veining, shading to crimson at the center. **50c**

CALIFORNIA GOLD. Very large single flowers of rich golden yellow. **75c**

CROWN OF BOHEMIA. Magnificent double flowers of golden yellow, shading to amber and bronze at the center. **50c**

FAIR JEANNETTE. Large, soft shell pink, with creamy yellow on reverse side. **75c**

KONA. Fully double flowers of pure rose pink, like Agnes Gault in color and habit of growth. **50c**

MOANA. Enormous round flowers of creamy buff. **\$1.00**

MRS. WILDER. Shell pink flowers with carmine center. Fine bushy plant, very free flowering. **50c**

OAHU. Dark flame amber flowers with chocolate throat. Large and handsome, splendid for winter flowers. **75c**

SEA SHELL. A unique and lovely variety, with slender branches of upright growth and small bright green leaves. The small flowers, of shell pink, are beautifully frilled and recurved. **75c**

BRILLIANT. The most popular of all, very large brilliant scarlet. **50c**

WHITE WINGS. Large white open flowers with red column and maroon throat, that last at least three days on the plant. A splendid bushy shrub that blooms all winter. **60c**

Jacobinia

Rare shrubs, or sub-shrubs, particularly desirable because they will grow and bloom in fairly shady places, if given good drainage, and plenty of water. The flowers are very showy, tube-shaped, borne in dense terminal spikes. Will not stand freezing.

JACOBINIA ROSEA. Large deeply veined leaves, and bright pink flowers. Grows 3 ft. high.

JACOBINIA CARNEA. Leaves large, shiny, with reddish veins. Flowers red. Grows 3 to 4 ft. high.

Price of either variety: 4-inch pots, 35c; 1-gal. containers 75c; 5-gal. \$2.00.

JACOBINA COCCINIA. New Zealand Honeysuckle. A larger bush than the other two listed, and with large very glossy leaves and green stems. The flowers are bright red in long branching spikes.

A very fine shrub for shady places. **1-gallon containers, 75c; 5-gal. \$2.00.**

Jasmine

JASMINUM FLORIDUM. An erect shrub growing about three feet high with small shining green leaves, and yellow fragrant blossoms throughout the year. The stems are the same color as the leaves, the whole making a very fine, low growing, everblooming shrub for landscape use. **1-gallon containers, 50c; 5-gal. \$1.50.**

JASMINUM GRAND DUKE. A shrub with large double white flowers more intensely fragrant than the Gardenia. **1-gallon containers, \$1.00.**

JASMINUM MAID OF ORLEANS. A Hawaiian Jasmine known as Pikake. A stronger growing shrub than Jasminum Grand Duke, with white flowers of intense fragrance. Its handsome glossy green foliage makes it most attractive specimen shrub or hedge. It can also be trained as a low growing shrubby vine. **1-gallon container, 75c; 5-gal. \$2.00.**

JASMINUM PARKERI. A miniature shrubby plant, only one foot high, with tiny round leaves of deep green, and masses of bright yellow flowers. A gem in the rock garden or as a low border plant. **4 inch pots, each 50c; 1-gallon container, 75c.**

Lavendula

LAVENDULA PANICULATA. An improved strain of the true Lavender, with showy spikes of bright lavender blue flowers. **4 inch pots, each 50c.**

Laurus

SWEET BAY

LAURUS NOBILIS. Usually trimmed as specimens or hedges, its dark green, aromatic foliage makes it most desirable for formal plantings. As a hedge, or border to formal gardens it is indispensable. Bushy plants. **1-gallon container, 60c.**

Lions Tail

LEONOTIS LEONURUS. A shrubby perennial growing about three feet high, with brilliant orange tubular blossoms arranged in a spike at the top of each branch. **1-gallon, 40c; 5-gal. \$1.50.**



HIBISCUS AMERICAN BEAUTY

HYDRANGEA

Hydrangeas are especially valuable in north exposures or other shaded places, where they form shapely, rounded shrubs, in bloom with massive trusses of flowers for many months.

HYDRANGEA OTAKSA. The old favorite variety, conspicuous in many California gardens, with large clusters of light pink blossoms which turn blue or lavender in acid soil.

It makes a larger bush than most of the French varieties, old specimens reaching eight feet unless kept pruned back each year. **1-gallon containers, each 35c; 5-gal. \$1.25.**

NEW FRENCH HYBRID HYDRANGEAS

With soft and luscious new colorings of pink, rose, salmon, red, lavender, mauve and blue, these varieties are indeed unusual. They grow as easily as the more common variety, but the plants do not become as large, needing less space in the garden. You will prize these wonderful plants in your garden.

ALTOONA. Clear pink. The individual florets are unusually large. **75c.**

BOUFFANTE. Delightful clear salmon pink flowers, especially attractive, with petals of florets prettily notched. **75c.**

CELESTE. Beautiful clear blue, in acid soil. **75c.**

CHAUTARD. Fine clear pink. **50c.**

E. MOULLIERE. The finest pure white. **75c.**

GOLIATH. Tall, strong plants with enormous trusses of rose pink blossoms, lavender blue in acid soil. **50c.**

HELGE. Soft rosy red, dwarf plants with large spreading heads of bloom. **75c.**

HOLLANDIA. Beautiful salmon red, an extra fine sort. **75c.**

LORELEI. Rich carmine red. **75c.**

MERVEILLE. Individual florets extremely large, with uniquely pointed petals, forming marvelous trusses of a delightful shade of rose. **75c.**

PERLE. Large soft pink, blue in acid soil. **75c.**

TROPHIE. Beautiful red; larger than most French types. **50c.**

Beautiful bushy plants of Hydrangeas, in many other sizes, are on display at California Flowerland from April through July, for gifts or for immediate color effects in landscaping the shaded garden. Prices are from **\$1.00 to \$5.00.**

NOTE: Soil must be acid to produce blue Hydrangeas. Not all varieties will turn blue; unless noted in descriptions above, the flowers will hold their color as described. Plant Hydrangeas in rich soil to which has been added a liberal quantity of peat to help provide acidity. Add Acid Plant Food in small quantity throughout the season to keep the soil acid.

Lantanas

These dwarf, compact types of Lantanas are a great improvement over the old sprawling or semi-climbing type. They are especially desirable for bedding or borders, where they furnish brilliant color the year 'round. Because of their habit of growth they require much less pruning, and are more constantly in bloom, and the flower trusses are larger than the older sorts.

They grow and bloom all the year in Southern California and make beautiful showy pot plants and window boxes in colder regions, where they are also very useful in summer bedding plants.

CICERONE. Old gold and copper.

JANNIA. Soft pink, with cream.

GOLD COIN. Deep golden yellow, pure and rich hue.

RADIATION. Rich red and yellow, often pure red. The most widely planted variety.

SERAPHINE. Rose pink, with orange.

TETHYS. Soft sulfur yellow.

SNOW QUEEN. Pure white.

Two taller sorts, of splendid habit of growth, for backgrounds or hedges.

JACOB SCHULTZ. Rich red and gold.

TALL YELLOW. Pure yellow.

TRAILING LANTANA

LANTANA SELLOWIANA. (delicatissima). The masses of soft orchid colored blooms, completely covering the plants make this trailer one of the loveliest subjects for covering banks, drooping over walls or from pots, window boxes and hanging baskets. They are easily grown in pots or boxes in localities where the winters are cold.

Price of any of the Lantanas: 2 1/4-inch pots, 10c each; 10 for 90c; \$8.00 per 100; 1-gal. containers, 35c each.

Leptospermum

Tall graceful shrubs from Australia, adapted to sunny, well drained situations.

LEPTOSPERMUM GRANDIFLORUM ROSEUM. Beautiful willowy pendulous shrub with masses of rose pink flowers. 1-gallon containers, 75c; 5-gal. \$2.00.

LEPTOSPERMUM GRANDIFLORUM RUBRUM. Similar to preceding with red flowers. 1-gallon containers, 75c; 5-gal. \$2.00.

LEPTOSPERMUM — Dwarf Double Rose. A lovely new dwarf shrub, only 3 to 5 feet tall, erect, with soft, finely cut foliage and tiny double flowers of bright rose pink, like Cecile Brunner roses, in March and April, closely set on the arching branches. Artistic for cutting, and a choice specimen plant for the garden. 1-gallon container, 60c; 5-gal. \$1.75.

LEPTOSPERMUM LAEVIGATUM. Australian Tea Tree. Graceful shrub, with long drooping or curved branches, covered with small pinkish white flowers in spring. Foliage is grey green, small. A good plant for massing on dry sunny hillsides, where drainage is good. Needs heavy pruning. 1-gallon container, 40c; 5-gal. \$1.50.

Ligustrum

PRIVET

LIGUSTRUM HENRYI. We consider this the best of the Privets for a fairly low growing neat hedge. It has beautiful small dark green leaves, and clusters of small white flowers. Makes an excellent appearance when trimmed, and can be kept as low as 2 or 3 feet. 1-gallon containers, each 40c; 5-gal. \$1.50; 2 1/4 inch pots, each 10c; 10 for \$8.00.

LIGUSTRUM LUCIDUM. Handsome tall shrub, growing 10 to 15 feet tall, much branched, with beautiful glossy foliage and long clusters of fragrant white flowers. One of the best for shady situations and specimen planting. 1-gallon container, 40c; 5-gal. \$1.50.

LIGUSTRUM JAPONICUM. Japanese Privet. Large shrub or tree. Foliage dark green, large. For a tall hedge this is the best variety. Also makes a fine specimen tree for parkways. 1-gallon containers, 35c; 5-gal. \$1.25. (Flat boxes of 100 plants, \$1.50.)

LIGUSTRUM NEPALENSE. (sinensis) "English Privet". This is the best variety for a hedge from 18 inches to 5 ft. Has small, light green foliage, very dense, and does not become woody. 1-gallon containers, 35c; 5-gal. \$1.25. Flat boxes of 100 plants, \$1.50.

LIGUSTRUM OVALIFOLIUM. Golden Privet. Large shrub of upright habit with golden leaves. For specimens or shrubbery grouping it is very good. 1-gallon containers, 40c; 5-gal. \$1.50.

Lippia

LEMON VERBENA

LIPPIA CITRIODORA. A favorite in Early American, Early Californian, and Spanish gardens for the pleasant scent of its foliage and attractive spikes of small flowers. It is a shrub that really belongs in our gardens and patios. Use a leaf to flavor your jellies, and sprays of blossoms to give fragrance to bouquets. 1-gallon containers, 50c; 5-gal. \$1.50.

Mackaya

MACKAYA BELLA. A fine shrub for shaded locations, growing to a height of 3 to 8 ft., with attractive rich green foliage and a profusion of trumpet shaped lilac colored flowers, resembling a Bignonia. 1-gallon containers, 75c; 5-gal. \$1.75.

Metrosideros

METROSIDEROS TOMETOSA. New Zealand Christmas Tree. This hardy relative of the Bottle Brush is an excellent subject for seashore planting, and does equally well inland. The new grey-green foliage develops into attractive dark green oval leaves and the showy tufted crimson-scarlet flowers are borne on the ends of the branches. Height 6 to 10 ft. as a shrub, but in New Zealand grows to a noble tree. 1-gallon containers, 50c; 5-gal. \$1.75.

Myoporum

The Myoporums are particularly suited to beach planting, withstanding winds and considerable amount of salt spray. They also are excellent shrubs further inland.

MYOPORUM INSULARE. This species is tall growing, and may be allowed to form a shapely tree 15 to 20 feet high, or trimmed as a shrub or into hedges. The leaves are bright green, and shining. 1-gallon containers, 50c; 5-gal. \$1.50.

Myrtus

MYRTLE

Attractive shrubs, with rather small, very aromatic leaves. Flowers are small, white with numerous stamens, followed in the fall by black berries. Rather low growing and very compact, they make fine specimens and are well suited for hedges. Will grow in hot, rather dry climates, but can stand plenty of moisture if the soil is well drained.

MYRTUS COMMUNIS. Roman Myrtle. Grows to 8 ft. in height if not pruned.

MYRTUS COMMUNIS COMPACTA. A dense growing form requiring almost no pruning. One of the best for hedges.

MYRTUS COMMUNIS MICROPHYLLA. This variety has smaller leaves, and is lower, more compact in growth.

Price of above Myrtles: 5-gallon containers \$1.50; 1-gal. containers 40c; 2 1/4-inch pots 15c each.

MYRTUS MINIMA. A very dwarf form with tiny bright green leaves. It makes the most attractive low hedge or border imaginable, and requires very little pruning to keep it in perfect shape. The bushes are always neat and clean.

1-gallon containers, 50c.

Nandina

NANDINA DOMESTICA. Heavenly Bamboo. Native of Japan. Dwarf shrub, of upright growth, with reed-like stems. Evergreen foliage, tinged with red, becoming bright red in fall and winter. Bears large panicles of small white flowers and bright red berries. Excellent for foundation plantings and specimens for sun or part shade. Balled 2 to 2 1/2 ft., \$2.00.

Nerium

OLEANDER

NERIUM OLEANDER. An excellent shrub or small tree for all parts of Southern California doing especially well in hot, dry places. Blooms almost continuously large clusters of single or double fragrant flowers, making a very showy subject, for specimen, or for street and driveway plantings.

Prices of all varieties: 1-gallon containers, 1-1 1/2 ft. 40c; 5-gal. 2 1/2-3 ft. \$1.50.

Single-flowered Varieties

Flesh, Pink, Rose, Red, White, Salmon.

Double-flowered Varieties

Rose Salmon Variegated Double Rose

For larger, field-grown specimens write for specifications or see them at our nursery.

Standard Oleanders

We have a remarkable supply of superb, large tree shaped Oleanders, with 5-ft. stems, heavy caliper and large, well developed tops, priced according to age and size. Write for specifications, or see them at our Nurseries.

Prices, \$22.50 to 37.50.

Ochna

OCHNA MULTIFLORA. South Africa. A medium sized shrub of great worth, for its masses of yellow flowers in spring followed by vivid red seed capsules exposing glistening black seeds. Seed pods finding so much favor in interior decoration, these brightly colored ones will delight the florist, amateur or commercial. The plant succeeds either in sun or shade, and is quite hardy in the South. 1-gallon containers, \$1.00.

Osmanthus

SWEET OLIVE

OSMANTHUS FRAGRANS. This is one of the most charmingly fragrant plants grown. It is almost constantly in bloom and the clusters of small creamy white tubular flowers sweetly perfume the garden for a large area. The shrub is of moderately slow growth, and prefers a partly shaded location. The foliage is leathery and attractive and the plant is hardy in California and may be flowered in pots in colder climates. 1-gallon containers, 60c; 5-gallon, \$1.75.

OSMANTHUS AURANTIACUS. (Also known as Osmanthus fragrans). Yellow Sweet Osmanthus. Attractive evergreen shrub, 3 to 4 feet tall, whose charm lies in the sweet fragrance of the small yellow flowers with which the plant is covered. Blooms late in fall and perfumes the entire neighborhood. Always scarce. 1-gallon container, \$1.00.

OSMANTHUS DELAYAYI. One of the finest and most beautiful shrubs, bound to be universally popular as it is better known. It is hardy all along the Pacific Coast, and should be planted in every garden. The plant is of compact habit, with arching branches and attractive small evergreen foliage. In early spring, the plant is almost hidden by the clusters of small fragrant white flowers. 1-gallon container, \$1.00; 5-gal. \$2.50; Bushy plants from field, 1 1/2 to 2 ft., \$3.50.

Philadelphus

EVERGREEN MOCK ORANGE

PHILADELPHUS MEXICANUS. With double white flowers, which display golden stamens; an exceedingly sweet perfume and evergreen foliage, this scandent or climbing shrub is a valuable addition to the garden. It is not particular in soil requirements, and is hardy in most sections of the Southwest. It is fine for mass planting, on banks or in corners, and may be trained over a wall or fence. 1-gallon container, 50c; 5-gal. \$1.50.

Photinia

PHOTINIA ARBUTIFOLIA. Toyon. "California Holly". Every California home should have at least one of these truly ornamental large shrubs, with its handsome deep green leaves, and beautiful clusters of deep red berries, so much in demand for Christmas decoration. Grows about 10 ft. high, in sun and well drained soil. 1-gallon container, 60c; 5-gal. \$1.75.

PHOTINIA SERRULATA. Chinese Photinia. This large shrub has large, serrated, glossy green foliage, and in spring, great clusters of white flowers. Some of the large leaves turn brilliant red at various times of the year, and the young new foliage is bronzy color, giving the whole plant a handsome appearance. 1-gallon container, 60c; 5-gal. \$1.75.

Plumbago

PLUMBAGO CAPENSIS. (Blue Plumbago). Very desirable and effective for massing of color and unsurpassed for continuous blooming and drought resisting qualities. May also be used as a shrub. Flowers are a pleasing shade of azure blue.

1-gallon container, 40c; 5-gal. \$1.50.

PLUMBAGO CAPENSIS ALBA. (White Plumbago). Same habit as above except with pure white flowers. 1-gallon container, 50c; 5-gal. \$1.75.



NEW PERUVIAN PINK GUAVA

NEW GUAVA PERUVIAN PINK

(*Psidium guajava*, variety Peruvian Pink)

This new variety bears wonderful crops of fruit, the finest quality of any of the tropical Guavas we have tried in California. The fruits are very large, yellow when ripe, with bright rose-pink flesh. It is a delicious fresh fruit, and unexcelled for jellies.

Of great value, too, as an ornamental shrub, with effective foliage of bold texture and rich color. **1-gallon containers, each 75c.**

POINSETTIA

POINSETTIA PULCHERRIMA. The Poinsettias throughout the world are known as the Christmas Flower, grown in pots, or cut for Holiday decoration. In California they make glorious garden subjects, growing from 6 to 12 feet high, with every branch covered the entire winter, with their flamboyant scarlet "flowers."

IMPROVED SINGLE POINSETTIA. The finest type of single Poinsettia, with very large flower bracts of richest red. A superior and showy variety. **1-gallon containers, 35c; 5-gal. containers, \$1.50.**

PINK POINSETTIA. This variety is growing in favor every season as a potted plant. Outdoors the bracts are rich salmon-pink. **4-inch pots, 50c; 5-gal. containers, \$2.00.**

YELLOW POINSETTIA. A unique variety, bracts white under glass, pale yellow outside. Same prices as Pink variety.

DOUBLE POINSETTIA

This is the finest type of Double Poinsettia, in which the flowers in the center of the bracts have been modified into brilliant red bracts, forming a spectacular double "flower," often 12 inches in diameter. The effect of a bush covered with these magnificent "flowers" is startling. Young plants usually bear single flowers the first year planted, the flowers becoming larger and fully developed in the succeeding seasons. **4-inch pots, 35c; 1-gallon container, 50c; 5-gallon container \$1.75.**

Pittosporum

For group plantings or for specimen shrubs, or for furnishing backgrounds, the many different kinds of Pittosporums are not surpassed. They all have attractive foliage, of various sizes and shades of green. Some have very fragrant flowers. They grow especially well in the coastal belt in Southern California.

PITTIOSPORUM CRASSIFOLIUM. Tall growing shrub, 10 to 15 ft., with dense, grey-green foliage. **1-gallon container, 50c; 5-gal. \$1.50.**

PITTIOSPORUM EUGENIOIDES. Small slender tree, with dark slender branches, to 15 feet, or may be trained as shrub. Has pretty yellowish foliage. Makes fine hedge. **1-gallon container, 50c; 5-gal. \$1.50.**

PITTIOSPORUM PHILLYRAEOIDES. Willow Pittosporum. A graceful weeping small tree, up to 20 feet in height. Foliage long, narrow, and curving. **1-gallon container, 50c; 5-gal. \$1.75.**

PITTIOSPORUM RHOMBIFOLIUM. Small symmetrical tree up to 25 feet in height. Excellent for street planting, or can be trained as a shrub. Bears large bunches of white flowers followed by waxy orange berries which are very ornamental. **1-gallon container, 50c; 5-gal. \$1.50.**

PITTIOSPORUM TOBIRA. Forms a dense, globular shrub six feet in height. Has large, glossy, stiff leaves, and very fragrant white flowers. Very hardy and drought resistant. **1-gallon containers, 40c; 5-gal. \$1.50; balled, 2-3 ft., \$2.50; 3-4 ft., \$3.50.**

PITTIOSPORUM VIRIDIFLORUM. Resembles P. tobira, but grows much taller, up to 20 or 25 feet, forming a small tree or large shrub, with glossy evergreen foliage. Dense clusters of small greenish yellow flowers of jasmine fragrance in early spring. **1-gallon container, 40c; 5-gal. \$1.50.**

PITTIOSPORUM UNDULATUM. Makes an attractive symmetrical tree, or can be kept in shrub form; also makes a splendid hedge plant. Leaves are large, wavy margined, and rich green. Flowers very fragrant. **1-gallon containers, 40c; 5-gal. \$1.50; balled, 3-4 ft., \$3.00; 4-5 ft., \$4.00.**

Polygala

POLYGALA DALMAISIANA. One of the most continuously blooming shrubs in California. Much of the time the plants are entirely covered with flowers, which are magenta-pink, tipped with white. Low and bushy in habit, reaches 4 ft. in height. **1-gallon container, 40c; 5-gal. \$1.50.**

Pleroma

PLEROMA SPLENDENS. *Tibouchina semidecandra.* Glorybush or Princess Flower, from Brazil. We know of no shrub with more delightful foliage and flowers for planting in the more protected spots in Southern California. It grows six to eight feet high, and has soft velvety foliage of rich deep green turning bronze in the fall. But it is the flower that is the crowning glory; rich royal-purple, 3 inches across. The bush is a free bloomer and should have warm location. Will grow in partial shade.

PLEROMA GRANDIFLORA. This newer variety has much larger flowers of richer color, and we are now growing it in preference to the preceding. **1-gallon containers, 40c; 5-gal. \$1.50.**

TRAILING PLEROMA

PLEROMA SCANDENS. *TRAILING PLEROMA.* Used as a climber, trained to a lattice or wall this new shrub makes a glorious sight. The deep royal purple flowers in profusion, set off by the attractive foliage, make a display that is seldom equalled. It may also be used as a shrub, if trained to a stake while young and kept trimmed. The flowers are the same as P. splendens in miniature except they are a little deeper in color and their stamens are bright gold making a beautiful contrast with the royal purple background. **1-gallon container, 75c; 5-gal. \$2.00.**

Prunus

PRUNUS CAROLINIANA. *Carolina Cherry.* Handsome slender evergreen tree or shrub, 20 to 40 feet tall, densely foliated with deep glossy green slender leaves; short clusters of cream colored flowers in spring, followed by shiny black berries. **1-gallon container, 50c; 5-gal. \$1.50.**

PRUNUS ILICIFOLIA. *Mountain Cherry.* Bush of dense growth, native of the mountains of Southern California. Well adapted to hillside plantings, for massing or as specimen shrubs. Dark glossy green, roundish foliage with prickly edges, resembling holly. **1-gallon containers, 50c; 5-gal. \$1.75.**

PRUNUS LYONI. (*P. Integrifolia*) *Catalina Cherry.* Large shrub, or small tree of erect pyramidal growth; foliage similar to above, except larger and not so prickly. Bears purple plums, the size of a large cherry. Fine specimen either as a shrub or tree. **1-gallon containers, 50c; 5-gal. \$1.50.**

Punica

DWARF POMEGRANATE

PUNICA GRANATUM NANA. One of the best plants we know for border work or for miniature specimens. Plants very dwarf, compact and bushy and are almost always covered with large bright red blossoms and fruit which present a beautiful and striking appearance. May be grown in pots for decorative plants if kept out of doors or on the porch. **2 1/2-inch pots, 15c; 1-gallon containers, 40c; 5-gal. \$1.50.**

Pyracantha

FIRETHORN

These are of special value as ornamental shrubs; their profusion of bloom during the early spring, and their brightly colored berries, carried well through the winter make them very attractive subjects. They should be planted only in a sunny position, where there is no danger of overwatering.

PYRACANTHA DUVALLI. Selection from P. formosana, chosen for the great masses of brilliant red berries. **1-gallon container, 75c and \$1.00; 5-gal. \$1.75 and \$2.50.**

PYRACANTHA YUNNANENSIS. *Yunnan Firethorn.* Fine shrub of low, spreading growth, and large glossy foliage. Large berries, brilliant red and very glossy, somewhat flattened, are borne in great profusion. **1-gallon container, 40c; 5-gal. \$1.50.**

PYRACANTHA FORMOSANA. By far the most spectacular of all the red berried shrubs, this species has berries as large as some of the Hawthorns, in enormous masses. The branches become so laden with berries that the stems and foliage are often hidden. They are glossy deep red, effective for cut decorations. The shrubs have a good habit and shapely form. **1-gallon containers, 40c; 5-gal. \$1.50.**

PYRACANTHA LALANDI. Foliage larger than the others, and the plant is very robust in growth. Berries large, in masses, bright orange-scarlet. **1-gallon containers, 40c; 5-gal. \$1.50.**

Raphiolepis

RAPHIOLEPIS UMBELLATA. Beautiful broad, dark green-leaved shrub, growing about 4 ft. in height. Covered in summer with large clusters of pinkish white flowers, followed by shiny black berries. Makes a desirable specimen, of rather slow growth. 1-gallon containers, 50c; 5-gal. \$1.75.

RAPHIOLEPIS INDICA ROSEA. A most satisfactory shrub, low growing, 3 to 5 feet high, with handsome leathery deep green leaves and large clusters of fragrant pink flowers, which are followed by black fruits. Needs no pruning, grows anywhere, with good drainage and full sun. 1-gallon container, 75c; 5-gallon \$1.75.

Reinwardtia YELLOW FLAX

REINWARDTIA TRIGYNA. The bushy plants are covered nearly the year 'round with large golden yellow blossoms, especially showy in the winter. They are effective in the shrubby border where their golden flowers make brilliant spots of color. 1-gallon containers, 35c.

Rhododendron

The Rhododendrons, like the Azaleas to which they are closely related, make a luxurious display of color in shaded positions, in large rockeries, or under trees in northern exposures, and in canyons. They require an acid soil, and may be grown in pots or tubs as patio plants.

RHODODENDRON HYBRIDS. Fine hardy varieties in hues of pink, rose, crimson, orchid and white. Grafted varieties \$6.50 to \$12.50.

RHODODENDRON HYBRID SEEDLINGS. Very bushy plants with beautiful glossy leaves, and flowers in various colors. Grafted varieties, 12 to 15 inches, each \$3.00; 2 to 2½ ft., each \$4.50; 3 to 4 ft., each \$10.00.

Romneya

MATILIJIA POPPIES

The Queen of California's native flowers. Romneya coulteri. Huge blossoms with crepe-like pure white petals, with centers of golden stamens. Plant them in sunny places, and revel in their beauty year after year. 1-gallon container, 85c.

Rosemary

ROSMARINUS

ROSMARINUS OFFICINALIS. A hardy shrub, with narrow, dark green leaves, silvery beneath, which are very aromatic, and used for seasoning. 1-gallon containers, 40c; 5-gal. \$1.50.

TRAILING ROSEMARY

For sunny slopes, or to trail over rocks and walls here is a most valuable and effective plant. Its silvery gray foliage and pale blue flowers make a beautiful cascade effect of soft color, in lovely contrast to the deep greens and brighter colors in surrounding parts of the garden. 2¼-inch pots, each, 20c; 10 for \$1.80; 1-gallon containers, each, 50c.

Solanum

Blue flowering shrubs are not plentiful, so these Solanums are highly desirable for the rich blue color they bring to the garden.

SOLANUM RANTONETTI. A graceful shrub which can be trained as a climber, with violet colored flowers, 1-inch across, in great masses covering the spreading branches. 1-gallon containers, 50c; 5-gal. \$1.50.

Sollya

SOLLYA HETEROPHYLLA. (Australian Blue-bell.) Low growing, sometimes trailing shrub with dark green leaves, and wiry stems. Bears quantities of dark blue, bell-shaped flowers. May be kept compact and bushy by frequent trimming. Excellent for a border in this shape. 1-gallon containers, 50c; 5-gal. \$1.50.

Streptosolen

STREPTOSOLEN JAMESONI. One of those floriferous shrubs that make Southern California plantings so bright and colorful. Half climbing or rounded in form, and bears masses of rich orange-red, and golden flowers, almost continuously. Will not stand much frost. 1-gallon containers, 50c; 5-gal. \$1.50.



DOUBLE POINSETTIA

Turraea

TURRAEA OBTUSIFOLIA. South Africa. An attractive shrub which is very valuable for hedge purposes as well as specimen planting. In rounded form and size it is like the well-known Choisya, and can be used for the same purposes to better advantage because it is free from insect pests and stands moisture well. As a hedge at the edge of a lawn it is a beautiful subject, well withstanding shearing. The pleasing green foliage and the freedom with which it produces its lacy white, Jasmine-like flowers make it a very valuable addition to our list of shrubs. 1-gallon container, 75c; 5-gal. \$1.75.

Veronica

Shrubs of medium size and roundish compact form. Flowers are borne in spikes, and the leaves are oval, and opposite, thickly set on the stems. Very attractive for grouping or for borders and hedges. Adapted to most any soil condition and exposure, although particularly to regions near the coast, from San Diego to San Francisco, thriving where there are fogs and strong breezes.

VERONICA CHATHAMICA. This little shrub has great character and individuality, with densely placed glossy green leaves. Its dwarf habit of growth makes it one of the most charming subjects for rockeries and dish gardens, where it gives the effect of a little old tree.

VERONICA DECUSSATA. (elliptica). Rather dwarf, leaves rounded, medium sized. Flowers large, deep blue.

VERONICA SALICIFOLIA VAR. CARNEA. One of the most beautiful in the genus, with narrow dark green, glossy leaves, and long slender spikes of bright rose-pink flowers. Grows about 4 feet high, compact.

VERONICA TRAVERSII. A splendid low-growing shrub with closely set, small, deep green leaves somewhat resembling boxwood. For foregrounds and edgings it is a fine subject.

Price of any of the Veronicas: 1-gallon containers, 40c; 5-gal. \$1.50.

Viburnum

VIBURNUM BURKWOODI. A splendid bushy plant, and one of the most valuable novelties yet introduced, growing about 4 feet high, semi-evergreen, with rich glossy foliage which turns purplish bronze in winter. Large clusters of waxy-white flowers of gardenia-like fragrance. A very hardy plant that does well in a sunny, well-drained position, with plenty of moisture. 1-gallon container, 85c; 5-gal. \$2.00.

VIBURNUM JAPONICUM. Beautiful substantial shrub, with large, handsome glossy green leaves, as fine as those of English Laurel. A grand plant for specimen and mass planting in the shade. 1-gallon container, 40c; 5-gal. \$1.50.

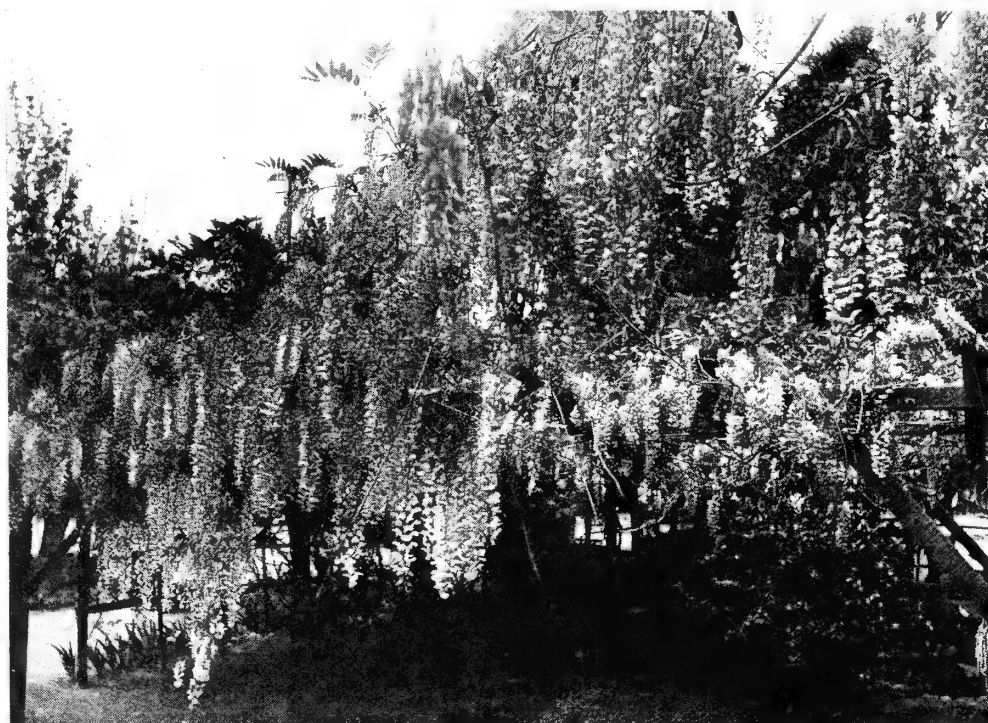
VIBURNUM SUSPENSUM. *V. sandankwa.* Attains a height of 12 ft. at times, and is very luxuriant and bushy in growth. Its large, heavily veined dark green leaves are borne very close together, making it very desirable for specimens, or mass planting. Bears clusters of white blossoms. Will stand a fairly moist location, even in partial shade. 1-gallon containers, 40c; 5-gal. \$1.50.

VIBURNUM TINUS LAURUSTINUS. Large or medium sized shrub, with medium sized, very dark green leaves. Flowers are borne in large flat clusters, and vary from white to rosy pink, with a peculiar fragrance; followed by black berries. Splendid hedge or trimmed specimen. 1-gallon containers, 40c; 5-gal. \$1.50.

Xylosma

XYLOSMA SENTICOSA. A rare plant from China, and one of the finest for Southern California. Grows about 5 feet high, with graceful branches and beautifully shiny green foliage. Because of its handsome foliage, we consider it one of the most useful of all shrubs for many purposes, specimen and group planting, and it is ideal for growing in espalier form. It thrives in any good garden soil, needs no pruning, and does well in hot locations. 1-gallon container, 75c; 5-gal. \$1.75.

California Flowerland Climbing and Trailing Vines



Glorious Wisterias in bloom. The flowers at the left are *Wisteria floribunda*; at right center, *Wisteria Sinensis*.

AMPELOPSIS

Hardy, ornamental vines that will adhere to stone, brick, cement or wood.

AMPELOPSIS QUINQUEFOLIA. Virginia Creeper. Luxuriant large leaves, five-lobed, which turn intense scarlet in fall. Rapid climber, very hardy. 5-gallon container, \$1.50.

AMPELOPSIS SEMPERVIRENS. Evergreen Ampelopsis. (*Cissus striata*) Handsome vine with small palmate leaves of dark green, very handsome. 1-gallon container, 75c; 5-gal. \$1.75.

AMPELOPSIS VEITCHI. Boston Ivy. Beautiful hardy vine clinging closely to walls; glossy leaves which color brilliantly in fall. 1-gallon container, 50c; 5-gal. \$1.50.

ANTIGONON

Rosa of Montana

ANTIGONON LEPTOPUS. Beautiful climber for warm locations, covering a trellis in one season. Rather large leaves, and panicles of exquisite rose-pink blossoms in spring and summer. 1-gallon containers, 75c; 5-gal. \$2.00.

BIGNONIA

The Bignonias are strong, rapid growing evergreen climbers which will cover considerable space, and bear brilliant showy flowers in clusters.

BIGNONIA CHAMBERLAYNI. Similar to *B. Tweediana*, with handsomer glossy foliage and large trumpets of bright yellow. 5-gallon containers, \$1.75.

BIGNONIA CHERERE. A desirable variety of rapid growth, with dark green leaves and trumpet-shaped flowers, about 4 inches long, blood red, with yellow at the base. 1-gallon container, 75c; 5-gal. \$1.75.

BIGNONIA TWEEDIANA. A splendid vine for covering high walls and buildings, clings to wood or stone. Clusters of canary yellow trumpet-shaped flowers, 2 inches long. 1-gallon container, 60c; 5-gal. \$1.75.

BIGNONIA VENUSTA. Flame Vine. One of the showiest vines for Southern California, with light green foliage and brilliant masses of orange yellow flowers, about 3 inches long. Blooms during the winter and early spring. 1-gallon container, 75c; 5-gal. \$1.75.

BIGNONIA VIOLACEA. Very lovely flaring large blossoms of a pleasing shade of light lavender blue, freely produced in clusters, and handsome bright glossy-green foliage. Succeeds in quite shady places, where it is often difficult to grow most flowering vines. 1-gallon container, 60c; 5-gal. \$1.75.

BEAUMONTIA

Herald's Trumpet

BEAUMONTIA GRANDIFLORA. A bold, beautiful vine of tropical appearance, with handsome large leaves, and covered with clusters of pure white flowers like Easter Lilies. Grows in almost any location, if reasonably free from frost. 1-gallon containers, \$1.00; 5-gal. \$2.50.

BOUGAINVILLEA

Of all the flowering vines, none makes such a lavish display of color, or creates a more vivid impression than this group of strong climbers.

In planting Bougainvilleas, remove them carefully from the containers, being careful not to break the soil from the roots, as this will cause them to die. Paul J. Howard's plants are grown more slowly, therefore are hardier and will become more quickly established.

BOUGAINVILLEA BRAZILIENSIS. A gorgeous variety, flowering almost the entire year, especially heavily in winter and spring. Flowers large, showy rosy-purple, a pleasing tone not to be compared with the old dull magenta variety which has smaller flowers. 1-gallon container, 75c; 5-gal. \$1.75.

BOUGAINVILLEA CRIMSON LAKE. The most popular of all Bougainvilleas, because of the richness and brilliance of its coloring, a deep crimson-lake. Covered with flowers throughout the year. 1-gallon container, 75c; 5-gal. \$1.75 to \$2.50.

BOUGAINVILLEA LATERITIA. Brick Red Bougainvillea. Best adapted to coastal and warmer foothill regions, where it makes a beautiful display, especially in winter, spring and summer. 1-gallon container, \$1.00; 5-gal. \$2.50.

BOUGAINVILLEA MRS. PRAETORIUS. Bronze Bougainvillea. A beautiful new color that blends well with other flowers, rich golden bronze with overtones of pink that glisten in the sun. Its habit of growth is like that of Crimson Lake. 1-gallon container, 85c; 5-gal. \$2.00.

BOUGAINVILLEA ROSEA. A rare and distinct color, a lovely rosy carmine. Flowers very large, produced in profusion in early spring and summer. 1-gallon container, \$1.00; 5-gal. \$2.50.

In Southern California, as perhaps in no other locality, vines find most diverse uses; there are so many kinds from which to choose that will quickly cover walls, fences, trellises and arbors. They provide beauty, shade, and hide unsightly views. We have a wonderful selection of well grown and trained vines.

DISTICTIS

DISTICTIS LACTIFLORA. This strong growing evergreen vine from South America is one of the handsomest in our entire list. It has flaring trumpet-shaped flowers, 3 to 4 inches long and 2 to 3 inches across, of a lovely lavender tint, shaded purple at the throat, and having a delicate vanilla-like fragrance. In bloom most of the year, at times completely covered with masses of color. Belongs to the Bignonia family. 1-gallon container, 75c; 5-gal. \$1.75 to \$2.50.

FICUS

Creeping Fig.

FICUS REPENS. Evergreen climber, with small dark green heart-shaped leaves, clinging closely to brick or stone walls. 4-inch pots, 35c; 1-gallon container, 60c.

FICUS MINIMA. Miniature Fig Vine. A tiny climbing vine, with small leaves of glossy deep bronze green, making a beautiful outline on patio walls, where it may be grown in pots; or on faces of rocks in the rockery. 4-inch pots, 50c; 1-gallon container, 75c.

GELSEMIUM

GELSEMIUM SEMPERVIRENS. Carolina Jessamine. A beautiful, graceful twining vine, not too large, with good foliage and myriads of clear yellow, bell-shaped fragrant flowers. A useful hardy vine for all sections of California. 1-gallon container, 60c; 5-gal. \$1.75.

HIBBERTIA

HIBBERTIA VOLUBILIS. Australia. A beautiful vine for covering fences and trellis, one of the finest. Of vigorous growth, having large glossy dark evergreen leaves, and an abundance of lovely, pure golden yellow flowers, like graceful single roses. Blooms throughout the year, and is quite hardy. 1-gallon container, 75c; 5-gal. \$2.00.

IVY

Hedera

HEDERA HELIX. English Ivy. Evergreen climber, for covering walls, banks, trunks of trees, and as a ground cover for shady places. 2 1/2-inch pots, 15c; 4-inch pots, 25c; 1-gallon container, 50c; flats of 100 plants for ground cover, \$1.75.

HEDERA CANARIENSIS. Algerian Ivy. Leaves are much larger than those of English Ivy, extremely glossy; rapid growing. 1-gallon container, 60c; 5-gal. \$2.00.

VARIEGATED ALGERIAN IVY. Like the preceding, with handsome variegated green and cream colored leaves. 1-gallon container, 60c; 5-gal. \$2.00.

POTTED IVY

The growing of decorative pot plants is one of our specialties. We take pride in producing the most beautiful, clean-foliaged plants for indoor and patio use it is possible to grow. At California Flowerland you may obtain the finest Ivies of all kinds, Philodendron, and other trailing plants with luxuriant leaves, especially grown for decorative purposes, in pots, plant stands, vases, window boxes or on metal or wood frames.

Price of Ivies specially grown for pots and urns, 2 1/4-inch pots, 15c; 4-inch pots, 50c and 75c; larger pots, \$1.00 to \$2.50.

KENNEDIA

KENNEDIA COMPTONIANA (*Hardenbergia*) A splendid little vine for fences or any support, gracefully twining, never becoming coarse or woody. Has attractive evergreen foliage and late winter and early spring bears quantities of long racemes of pea-shaped flowers of rich violet-blue. 1-gallon container, 75c; 5-gal. \$1.75.

JASMINUM

JASMINUM AZORICUM. Canary Jasmine. Azores. The most fragrant of the Jasmines. A neat evergreen twining shrub, with small, very dark green foliage, and waxy pure white blossoms. Especially useful on low rock walls. 1-gallon container, 75c.

JASMINUM GRANDIFLORUM. Spanish Jasmine. Pure white, large star-shaped flowers, often double, intensely fragrant, especially at night. Vigorous grower. 1-gallon container, 50c; 5-gal. \$1.75.

JASMINUM PRIMULINUM. Fine winter blooming vine, with large double yellow flowers thickly clustered on the drooping branches. 1-gallon container, 50c; 5-gal. \$1.50.

JASMINUM REVOLUTUM. Italian Jasmine. A semi-climbing shrub, with bright golden yellow flowers, very fragrant. 1-gallon container, 50c; 5-gal. \$1.50.

JASMINUM DICHOTOMUM. Magnificent vine, with beautiful habit of growth, neatly twining and not woody. Large, thick, glossy foliage, and great clusters of fragrant white flowers, with chocolate calyx. 1-gallon container, 85c; 5-gal. \$2.00.

LONICERA

Honeysuckle

LONICERA JAPONICA HALLIANA. Hall's Japanese Honeysuckle. A rampant hardy grower for covering fences and used as a ground cover or soil binder in sun or shade. Clusters of fragrant white flowers, changing to creamy yellow. 1-gallon container, 35c; 5-gal. \$1.50.

LONICERA HILDEBRANDIANA. One of the handsomest vines that can be grown in California. Its habit of growth and handsome large glossy evergreen foliage make it ideal for covering walls or large areas. The flowers and flower clusters are nearly ten times as large as those of the common Honeysuckle, and intensely fragrant. 1-gallon container, \$1.00; 5-gal. \$2.50.

MANDEVILLEA

MANDEVILLEA SUAVEOLENS. Chilean Jasmine. Clusters of pure white waxy blossoms, very large and intensely fragrant. Hardy, with deciduous foliage. 1-gallon container, 60c; 5-gal. \$1.75.

PASSIFLORA

Passion Flower

PASSIFLORA EDULIS. Edible Passion Fruit Vine. Handsome vine of rapid growth, with large glossy leaves and beautiful big blue flowers. Fruit is purple when ripe, sub-acid, of delicious flavor. 1-gallon container, 60c; 5-gal. \$1.75.

POLYGONUM

Silver Lace Vine

POLYGONUM AUBERTI. A quick-growing twining vine, producing clouds of tiny white flowers in lacy masses, from late spring until mid-winter. Semi-deciduous. 1-gallon container, 75c; 5-gal. \$1.75.

RHYNCHOSPERMUM

Star Jasmine

RHYNCHOSPERMUM JASMINOIDES. This is one of the most desirable evergreen vines, hardy throughout Southern California. It has large glossy leathery leaves and bears masses of creamy white star-like blossoms, intensely fragrant, in spring and summer, and splendid habit of growth, adapting itself to any medium sized trellis, fence post or arbor. It may also be used as a shrub or ground-cover for slopes, in sun or shade. 1-gallon container, 60c; 5-gal. \$1.75.

A New Vine from Guatemala

SECURIDACA VOLUBILIS. Here is one of the grandest plants recently introduced for California gardens. It freely bears great branching racemes of lovely pea-shaped blossoms. At first glance, one would think it an exquisite climbing form of Polygala. On fences or on small trellises, it gives a beautiful effect, never climbing out of bounds. Grows best near the Coast, in sun or partial shade, and will stand a reasonable amount of frost. Don Rujello, our plant explorer, reported it was one of the outstanding colorful plants he saw in South America. 1-gallon containers, each \$1.25.

SOLANDRA

Cup of Gold

SOLANDRA GUTTATA. Copa de Oro. An erect growing vine, with heavy stems and very large glossy leathery leaves, rapidly covering an arbor or face of building, and bearing enormous cup-shaped blossoms, ochre yellow with purple brown throats, with a fragrance like that of fresh coconuts. Will not stand much frost. 1-gallon container, 60c; 5-gal. \$1.75.

SOLANUM

SOLANUM WENDLANDII. Magnificent climber, rapidly reaching a height of 20 to 30 feet in one season. Great clusters of large flowers, about 2 1/2 inches across, lovely light blue. 1-gallon container, 75c; 5-gal. \$1.75.

TECOMA

Trumpet Vine

TECOMA AUSTRALIS. One of the fastest growing hardy evergreen vines, with glossy green foliage which always appears to be varnished. Creamy white flowers in profusion during mid-summer.

TECOMA CAPENSIS. Cape Honeysuckle. Climbing or half climbing shrub of luxurious growth and very attractive foliage; easily trimmed as a shrub. Covered in summer with racemes of glowing scarlet flowers.

TECOMA MACKENII. Pink Trumpet Vine. Highly ornamental and vigorous climbing evergreen vine, with terminal panicles of rosy pink trumpet-shaped flowers.

Price of the above Trumpet Vines: 1-gallon containers, each 60c; 5-gal. \$1.75.

TECOMA REGINAE-SABAE. Queen of Sheba Vine. A lovely trumpet vine with numerous clusters of large deep rosy pink flowers, with golden throats. Rare, quite hardy, flowering in winter and spring. 1-gallon container, \$1.00; 5-gal. \$2.00.

THUNBERGIA

THUNBERGIA GIBSONI. The flowers of this vine are the most brilliant pure orange of any we know, produced freely throughout the year. Fine for low supports, in rockeries, trailing over walls and banks, in any sunny position; also for pot and window box specimens. 4-inch pots, 35c; 1-gallon, 60c.

THUNBERGIA GRANDIFLORA. Sky Flower. One of the loveliest vines for Southern California, growing rapidly and blooming freely throughout most of the year, bearing conspicuous clusters of large flaring flowers of beautiful soft lavender. The twining stems are clothed with large soft green leaves. If frozen down it comes right up and is soon in bloom again. 1-gallon container, 75c; 5-gal. \$2.00.

WISTERIA

Graceful and rapid-growing deciduous climbers, unsurpassed for pergolas and arbors, among our most beautiful spring flowers.

WISTERIA SINENSIS. Chinese Wisteria. The old favorite, with compact clusters of lovely large, fragrant lavender-blue flowers, before the leaves appear, with often a later crop of blooms.

WISTERIA SINENSIS ALBA. The white flowering form.

WISTERIA FLORIBUNDA. Japanese Wisteria. This variety has very long, graceful chain-like clusters of lavender flowers.

WISTERIA VENUSTA. The individual flowers are much larger than those of the other varieties, having very broad wings. The short clusters of bloom are extremely showy. We have two colors, **Alba, white,** and **Violaacea, rich lavender.**

Price of all Wisterias: 3 year old plants in 5-gallon containers, each \$2.00.

VITIS (Cissus)

Evergreen Grape

Valuable climbing plants for trellises and arbors, and for patio decoration. Their bold glossy leaves make a beautiful outline against light walls. They grow well in the sun, but are particularly useful for dark, shaded places where most vines will not thrive. All climb by tendrils.

VITIS BAUDINIANA. Kangaroo Vine. A rampant grower with thick oblong leaves, 4 inches long. 1-gallon container, 75c; 5-gal. \$1.75.

VITIS CAPENSIS. The large grape leaves are handsome, glossy green, sometimes velvety brown beneath. 1-gallon container, 60c; 5-gal. \$2.00.

VITIS RHOMBIFOLIA. Similar in habit to *Vitis capensis*, with leaves divided into three rhombic leaflets. 1-gallon container, 60c; 5-gal. \$1.75.

VITIS HYPOGLAUCA. The leaves of this Evergreen Grape are as glossy as if they had been polished; a most effective climber. 1-gallon container, 75c; 5-gal. \$1.75.



GRAPE IVY—*Vitis Rhombifolia*

We grow beautiful plants for interior and patio decoration, in 4-inch pots, ■ illustrated. Each 75c.



BEAUMONTIA—The superb Easter lily vine.



Naturalistic Planting of White Birch in a Southern California Dell.

Flowering and Shade Trees

Our stock of trees is large and varied, and they are of exceptional quality, having been grown for our landscape work. Owing to the many sizes and varieties, we cannot give a detailed price list, and have omitted from this list many well known varieties which we have in stock at all times.

Visit California Flowerland and make your selections of specimen trees for landscape planting.

All trees listed here are evergreen unless marked "D", Deciduous, "C", Conifer.

Acacia

ACACIA baileyana. Silvery, feathery foliage, golden flowers; much used for cutting. 1-gallon containers, 50c; 5-gal. \$1.50.

Acacia floribunda. Everblooming Acacia. Attractive willowy tree. 1-gallon containers, 50c; 5-gal. \$1.50.

Acacia latifolia. Broadleaf Acacia. Grown either in bush or tree form, it is especially fine near the seacoast. Elongated flower clusters of light yellow. 1-gallon containers, 50c; 5-gal. \$1.50.

Acacia podalyriaefolia. Pearl Acacia. One of the handsomest of small trees. Velvety blue grey foliage and clusters of brilliant yellow flowers in winter. 1-gallon containers, 60c; 5-gal. \$1.75.

Catalpa

CATALPA speciosa. D. Fast growing, spreading shade tree with very large leaves and clusters of white, tinted violet blossoms. 5-6 feet, each \$1.50.

Birch

BETULA alba. European White Birch. D. Lovely as a specimen tree, or in groups, for landscape effect, especially on lawns. White barked trunk and branches are effective even after the leaves drop. Established trees in containers, 6-8 feet, each \$2.00; 8-10 feet, each \$3.50.

Betula alba laciniata. Cutleaf Weeping Birch. D. Has graceful drooping branches and finely cut foliage. 7-8 feet, each \$2.50.

Betula alba purpurea. D. Handsome form with bronzy purple foliage. 6-8 feet, each \$2.50.

Betula alba pendula Youngi. D. Dwarfier in growth, with artistically crooked trunk and drooping branches, very effective in group plantings with other trees, at edges of pools and water-courses. 5-6 feet, each \$3.50; 6-8 feet, each \$5.00.

Orchid Tree

BAUHINIA variegata. Orchid Tree or Mountain Ebony. Small bushy tree, bearing in spring immense clusters of large orchid-like flowers, orchid in color with markings of purple and yellow in the throat. 1-gallon containers, 75c; 5-gal. \$1.75.

Camphor Tree

CAMPHORA officinalis. Camphor Tree. Symmetrical ornamental tree for shade or avenue planting. Beautiful foliage, bronzy red on the new growth, bright green when mature. 1-gallon containers, 50c; 5-gal. \$1.75.

Carob Tree

CERATONIA siliqua. Carob Tree. Fine shade and parkway tree with luxuriant dark green glossy leaves. 1-gallon containers, each 50c; 5-gal. \$1.75.

Casuarina

CASUARINA stricta. Beefwood or She Oak. Fine street tree especially in the desert, with needle-like foliage. 1-gallon containers, 50c; 5-gal. \$1.50.

Casuarina sumatrana. A beautiful form with fine branchlets which take the place of leaves, richly colored bronze, red, and gold. Very attractive for cutting. 1-gallon containers, each 75c; 5-gal. \$1.75.

Cypress

CUPRESSUS arizonica. Arizona Cypress. C. Medium sized pyramidal trees, similar in form to Monterey Cypress, but not so large, and with blue green foliage. Desirable for hedges and specimens. 1-gallon containers, each 50c; 5-gal. \$1.75.

Cupressus cashmeriana. C. Rare and beautiful evergreen, upright tree with fern-like drooping foliage of most pleasing silvery tone. Its graceful beauty adds charm to any garden planting; grows rapidly and makes a tall tree. 1-gallon container, \$1.00; 5-gal., 4-6 feet, each \$2.50; 6-8 feet, \$3.50.

Cupressus macrocarpa. Monterey Cypress. C. Widely used for tall evergreen hedges and wind-breaks. Rich deep green. 1-gallon containers, each 35c; 5-gal., 3-4 feet, \$1.25.

Cupressus sempervirens. Italian Cypress. C. Our trees are grown from cuttings of very fine symmetrical trees, insuring perfect uniformity.

1-gallon containers\$.50
5-gallon containers, or balled, 4-5 feet	1.75
Balled, 5-6 feet	2.50
Balled, 6-8 feet	3.50
Balled, 8-10 feet	6.00
Balled, 10-12 feet	9.00
Boxed, 16-18 feet	37.50
Boxed, 18-20 feet	45.00
Boxed, 20-22 feet	57.50 to 75.00
Boxed, 22-24 feet	65.00 to 87.50
Boxed, 24-26 feet	87.50 to 96.50
Boxed, 26-34 feet	96.50 to 150.00

Coral Tree

ERYTHRINA caffra. Spectacular large spreading tree that becomes aflame with vivid scarlet flowers, curiously formed, in great clusters. 1-gallon containers, each 85c; 5-gal. \$2.00.

Erythrina embriana. Not quite as large a tree as *E. caffra*, with flowers of deep crimson in great spikes at the ends of the branches. 1-gallon containers, each \$1.00; larger trees, \$2.50 to \$5.00.

We have several other varieties of rare and beautiful Coral Trees that are among the most effective subjects that can be planted in California gardens.

Eucalyptus

EUCALYPTUS ficifolia. Scarlet Eucalyptus. Because of its showy blossoms, one of the most conspicuous trees we have for garden or street planting. Usually scarlet, but varies from orange red to deep crimson. 1-gallon containers, each 60c; 5-gal. \$1.75.

Eucalyptus leucoxylon rosea. White Ironbark. Very hardy large tree, with shining white bark, often bearing pink blossoms. Hardy in California and Arizona. 1-gallon containers, each 50c; 5-gal. \$1.75.

Eucalyptus sideroxylon. Handsome tree of medium size and symmetrical upright growth, that should be widely planted in parkways. Trunk and branches reddish brown, leaves narrow. The masses of deep rose-pink blossoms are exceptionally beautiful. 1-gallon containers, each 50c; 5-gal. \$1.75.

DWARF FLOWERING EUCALYPTUS

Eucalyptus caesia. One of the most graceful small trees, having a dark brown trunk, drooping white branches with long narrow leaves, and long pendulous racemes of lovely soft rose-pink flowers, having golden anthers and silvery pods. Splendid for the lawn, and the flowers are of great decorative value for cutflowers. 1-gallon containers, 3-4 feet, each \$1.00; 5-gal. 4-5 feet, \$2.50; 5-6 feet, \$3.50.

Eucalyptus erythrocorys. Large cone-shaped buds with bright scarlet cap; the large flowers are brilliant golden yellow. The combination of buds and flowers is unique. 1-gallon containers, each \$1.00; 5-gal. \$2.50.

Eucalyptus preissiana. One of the loveliest of all, very large fluffy flowers of most pleasing lemon yellow. 1-gallon containers, each \$1.00.

Eucalyptus macrocarpa. Very rare, unusual Eucalyptus with large blue grey leaves. Flowers often four inches across, rich rosy red with golden tipped stamens. 1-gallon containers, each \$1.50.

Eucalyptus torquata. A slender, graceful tree, with reddish trunk and branches. Bears large clusters of curiously shaped buds of vermilion, opening to flowers of rose pink. 1-gallon container, \$1.00.

Cryptomeria

CRYPTOMERIA globosa nana. C. Dwarf plumy conifer from the Orient, which forms a perfectly rounded plant. Beautiful for specimen planting, in pots, and in groups on the lawn. 1-gallon containers, each \$1.00.

Rubber Tree

FICUS elastica. Large leaved Rubber Tree that makes a huge specimen when planted out. Often used in ornamental tubs or pots. 6-inch pots, each \$1.50.

Ficus nitida. See Shrub section.

Ficus rubiginosa (Ficus australis.) Large spreading tree with smaller leaves than those of *F. elastica*. Very ornamental; also good in tubs. 5-gallon containers, 4-5 feet, each \$2.50.

Maidenhair Tree

GINKGO biloba. Maidenhair Tree. D. Handsome tree with foliage like that of Maidenhair Fern, turning brilliant yellow in autumn. 3-4 feet, each \$1.75; 4-5 feet, each \$2.25.

Hymenoporum

HYMENOSPORUM flavum. A small to medium sized tree with deep green glossy foliage and clusters of yellow tubular flowers, extremely fragrant; a lovely garden specimen. 1-gallon containers, each 75c; 5-gal. \$1.75.

Jacaranda

JACARANDA mimosifolia. Covered in late spring and summer with large masses of bright lavender blue flowers at the ends of the branches, this attractive tree is one of Southern California's most conspicuous. Has beautiful fern-like foliage. Of spreading habit, good in parkway or garden. 1-gallon container, 50c; 5-gal. \$1.75.

Crepe Myrtle

LAGERSTROEMIA indica. D. Tall shrub or small tree that is a glorious sight in summer, covered with large panicles of crepe-like flowers. Thrives best away from the Coast. Five beautiful colors, lavender, purple, pink, watermelon red, white. 5-gallon containers, 4-5 feet, each \$1.75.

Silver Tree

LEUCADENDRON argenteum. Silver Tree. Handsome small tree with foliage that appears made of silvery silk. Must have good drainage and plenty of water. 1-gallon container, \$1.25.

Liquidambar

L!QUIDAMBAR styraciflua. Sweet Gum. D. One of the few trees that turns brilliant colors in autumn in California; shapely, with maple-like foliage. 5-gallon container, 4-5 feet, each \$2.00; 5-6 feet, \$2.50.

Tulip Tree

LIRIODENDRON tulipifera. Tulip Tree. D. A straight, symmetrical tree with large, handsome leaves and tulip-shaped flowers of green, golden orange. 5-gallon containers, 4-5 feet, each \$2.00.

Magnolia

MAGNOLIA grandiflora. Favorite Magnolia of the Southern states. Large handsome, glossy foliage and huge cup-shaped fragrant white flowers in summer. 1-gallon container, 50c; 5-gal. \$1.75.

Flowering Crab

MALUS halliana—Kaido Crab. D. Graceful small tree of artistic habit of growth, with long slender branches covered in spring with masses of semi-double blossoms of a lovely shade of pink. 14-inch boxes, 6-7 feet, each \$3.50.

Malus loensis. Bechtel's Flowering Crab. D. A small compact tree with extremely large double flowers of soft pink, intensely fragrant. Blooms later than others, extending the flowering season. 5-gallon containers, 4-5 feet, each \$2.00.

Poplar

POPULUS nigra italica. Lombardy Poplar. D. Well known tall slender Poplar. 5-gallon, 6-8 feet, each \$1.25.

Sycamore

PLATANUS orientalis. European Sycamore. D. Of more symmetrical habit of growth than the California Sycamore, with large, maple-like leaves. 5-gallon containers, 4-5 feet, each \$1.25; 6-8 feet, each \$1.50; tubs, 8-10 feet, each \$2.50.

Platanus racemosus. California Sycamore. D. 5-gallon containers, 4-6 feet, each \$1.50; 6-8 feet, each \$1.75.

Pine

PINUS canariensis. Canary Island Pine. C. Tall slender Pine with clusters of very long needles. 1-gallon container, each 50c; 5-gal. \$1.75.

Pinus pinea. Italian Stone Pine. C. One of the most beautiful of all pines, with large spreading top. 5-gallon containers, each \$2.00.

Pinus radiata. Monterey Pine. C. Fast growing native Pine. 1-gallon container, 50c; 5-gal. \$1.50.

Podocarpus

PODOCARPUS elongatus. Fern Pine. C. Generally used as a tall, graceful plant for patio decoration, valuable for growing either in tubs or in the ground. Graceful drooping branches covered with narrow, willow-like foliage. 1-gallon containers, 2-3 feet, each 85c; 5-gal., 4-5 feet, each \$2.50; 5-6 feet, each \$3.50.

Flowering Plum

PRUNUS bilreana. D. Handsome tree of medium size, covered in spring with lovely soft pink double flowers. The foliage which follows is rich bronzy purple. 5-gallon containers, 4-5 feet, each \$1.75.

Prunus Thundercloud. D. Beautiful tree with deep purple foliage that holds its color all summer. Pretty single white blossoms. 5-gallon containers, 4-5 feet, each \$1.75.

Flowering Cherry

PRUNUS campanulata. D. Perfectly adapted to Southern California, this unique Cherry flowers very early, being covered with brilliant rosy red bell-shaped flowers in February. Fine specimen tree, of upright habit of growth, and one of the showiest. 5-gallon containers, 6-8 feet, each \$2.50.

Oak

QUERCUS agrifolia. California Live Oak. Favorite large tree for planting in the garden and for parkways. 1-gallon container, 60c; 5-gal. \$2.00.

Pepper Tree

SCHINUS molle. California Pepper Tree. Famous large tree with graceful drooping branches and fern-like foliage. Female trees become covered with long clusters of rosy red berries. 1-gallon container, 50c; 5-gal. \$1.50.

Schinus terebinthifolius. Brazilian Pepper. A smaller tree, more suitable for garden planting. Its interesting branching habit makes it most artistic. 1-gallon container, 50c; 5-gal. \$1.75.

Tricuspidaia

TRICUSPIDARIA dependens. Lily of the Valley Tree. A beautiful tree for garden or park planting, somewhat resembling Live Oak. Bears long clusters of white flowers in spring. 5-gallon container, \$1.75.

Elm

ULMUS parvifolia. Evergreen Elm. Graceful tree of medium size for garden, lawn, or street planting. 1-gallon containers, each 75c; 5-gal. \$2.00.

Vitex

BEAUTIFUL NEW TREE

VITEX lucens. A rare and beautiful tree that fills a need for an upright specimen tree that does not take up too much space in lawn and parkway planting. Has large glossy compound foliage and lovely pink flowers, followed by ornamental seed pods. Should be widely planted when available in quantity. 1-gallon containers, \$1.00; larger trees, \$2.50 to \$5.00.

Garden and Horticultural Books

Books add greatly to the pleasures of gardening and are of inestimable aid to success with plants. We endeavor to keep the most complete stock of Horticultural Books in the West, and have many titles not listed here.

NEW BOOKS

HORTUS the Second

By L. H. Bailey

Published April 22, 1941, completely revised and enlarged. 778 pages. Comes closer than any other single volume to answering every question about gardening. Includes every group of plants known to be cultivated in the United States and Canada, with brief but complete botanical description and common names, notes on culture, uses, hardiness, propagation, preferred soil, color, identification, etc. Every serious gardener or gardening student needs this great new book. \$12.00.

STANDARDIZED PLANT NAMES

Compiled by American Joint Committee on Horticultural Nomenclature, a new edition of the book published in 1923. Completely authoritative and comprehensive, giving standardized scientific names and common names of plants in American commerce. To be published in May. \$7.00.

PRACTICAL GREENHOUSE CULTURE. By T. H. Everett. Complete guide to growing plants in greenhouse. Discusses construction, heating, ventilation, tools, control of disease and plant propagation. To be published May 20. \$3.50.

NEW CREATIONS IN PLANT LIFE. By W. S. Harwood. Story of the life and work of Luther Burbank, famous plant wizard. \$2.50.

PLANTS IN THE HOME. By Frank A. Balthis. This book won a \$1000.00 prize garden book competition. \$2.50.

BOOK OF GARDEN FLOWERS. By Margaret McKenny. Illustrated by Edith F. Johnston, with 33 full page color plates beautifully lithographed in eight colors. \$2.00.

BOOK OF WILD FLOWERS. A companion book to the above. \$2.00.

WHO'S WHO IN THE GARDEN. By Jean-Marie Putnam and Charles Palmer. The same authors who wrote Gardening For Fun give you this interesting new garden book. \$1.50.

MODERN ROSES II. By J. Horace McFarland. A handy reference giving correct name of each variety and species of rose, the originator or introducer, when and where it was introduced, its family, class, color, form, fragrance, foliage and growth. It tells the facts about 4,833 roses. \$5.00.

AUDUBON GUIDE TO ATTRACTING BIRDS. By John H. Baker. A practical source of help to all who respond to the presence of birds about their homes, and seek the answer on how to attract them and conserve their numbers. Gives lists of plants attractive to birds. Publication date May 2d. 268 pages. \$2.50.

SUNSET GARDEN BOOK. \$1.00.

SUNSET VISUAL GARDEN BOOK. \$1.00.

AZALEAS AND CAMELLIAS. By H. H. Hume. Explains every point about growing both of these lovely flowering shrubs. Applicable to every region, whether grown outdoors or in. 90 pages. \$1.50.

ANOTHER GARDEN NOTEBOOK. By Alfred Putz. A handbook of home gardening for each week of the year. Gives clear, concise, direct advice. Companion to The Garden Notebook, but each book is complete in itself. 212 pages. \$1.50.

COLOR AND SUCCESSION OF BLOOM IN THE FLOWER GARDEN. By Orloff and Raymore. A clear and vivid explanation of how the best color effects are achieved, with lists of plants arranged according to time of bloom, height, color, soil requirements, and geographic distribution. 256 pages. \$2.50.

CHECK LISTS FOR SUBTROPICAL REGIONS. By Roland S. Hoyt. Valuable for California are the numerous lists and classifications of ornamental woody plants. Gives many classifications of types of plants, for particular purposes, structural form, cultural aspects, purpose, adaptation, ornamental characters, distinctive qualities for landscape effects, planting calendar and much other information. 383 pages. \$3.00.

FROM A SUNSET GARDEN. By Sydney M. Mitchell. A fascinating record of lifetime experiences in a California Garden. 337 pages. \$2.00.

GARDEN BEAUTIFUL IN CALIFORNIA. By Ernest Braunton. A new book by one of Southern California's outstanding authorities. More than 200 pages giving information on every angle of ornamental gardening, as well as plant life. Answers your garden problems. \$1.75.

GARDENING FOR FUN. By Jean-Marie Consigny and Charles Palmer. A charmingly written garden book for Southern California, that is consistently one of our best sellers. It has just one purpose,—to tell you 'most everything you need to know, fully to enjoy that private world which is your garden. 249 pages. \$2.50.

GARDENING IN CALIFORNIA. By Sydney B. Mitchell. The standard work for California garden makers. 323 pages. \$2.50.

GARDEN BULBS IN COLOR. By McFarland, Hatton and Foley. 275 color plates illustrate a great number of varieties of bulbs. Also 100 beautiful halftones and cultural directions. 296 pages. Formerly \$3.50. Now \$1.98.

GARDEN IN COLOR. By Louise Beebe Wilder. Combines one of the most readable texts with 320 reproductions of natural color photographs—garden flowers, flower beds, and arrangements at every season of the year. Formerly \$7.50. Now \$2.95.

GARDEN FLOWERS IN COLOR. By G. A. Stevens. Shows all the important garden flowers in accurately colored photographs. Gives descriptions and cultural notes. Valuable whenever you plant, plan a color scheme, or combine plants in bed or border arrangements. Useful for identifying plants. 400 photographs in full color, 320 pages. Formerly \$3.75. Now \$1.98.

THE GARDEN NOTEBOOK. By Alfred Putz. Arranged by weeks, text and drawings show concisely just how to perform the garden operations met in the average home. 212 pages. \$1.50.

MANUAL OF TROPICAL AND SUBTROPICAL FRUITS. By Wilson Popenoe. Descriptions, cultural practices, propagation, lists of varieties, on Avocado, Mango, Papaya, Guava, and rare tropical fruits. Gives experiences with them in California as well as tropical countries. \$4.50.

NEW ILLUSTRATED GARDEN ENCYCLOPEDIA. By Richard Suddell. One of the most complete and enlightening garden books. Its description and authentic directions are especially valuable to home gardeners. 896 pages. \$3.75.

PRUNING MANUAL. By L. H. Bailey. A textbook of pruning information, valuable to the professional as well as amateur gardener. 400 pages. \$3.00.

RHODODENDRONS AND AZALEAS. By Clement G. Bowers. A masterpiece of horticultural literature, giving the whole sum of practical information of all species of Rhododendrons and Azaleas. 526 pages, 8 by 10 inches. \$10.00.

THE STANDARD CYCLOPEDIA OF HORTICULTURE

Edited by L. H. BAILEY. This is the one universal and invaluable authority on every horticultural question. Makes a compact but thorough presentation of the kinds, characteristics, and methods of cultivation of the plants grown in the United States and Canada for ornament, for fancy, for fruit, and for vegetables. A new three-volume edition identical in contents and illustrations with previous edition which sells for \$25. 24 color plates; 96 full-page half-tone illustrations; 4000 illustrations throughout the text; 3,637 pages; durable, dark-green buckram. \$15.00.

WORLD WAS MY GARDEN. By David Fairchild. More than an autobiography of this noted plant explorer, the story of Dr. Fairchild's life is as good as a novel; fascinating to anyone whether interested in plant life or not. 494 pages, with 127 pages of photographic illustrations covering the entire garden of the world. \$3.75.

ROSES OF THE WORLD, IN COLOR. By J. Horace McFarland. A beautifully illustrated 296 page book, with descriptions, history, and results of years of experience with Roses. \$3.75.

ROSE MANUAL. By J. H. Nichols. An encyclopedic work covering the entire Rose field, for both amateurs and professionals. 335 pages. \$2.50.

OTHER TITLES

AMERICAN ORCHID CULTURE. Prof. E. A. White. \$5.00.

CACTUS BOOK. A. D. Houghton. \$2.25

CITRUS FRUITS. J. E. Coit. \$3.50.

CULTIVATION OF CITRUS FRUITS. H. H. Hume. \$5.00.

COMPLETE BOOK OF GARDENING. Leonard Barron. \$1.98.

DESIGN IN FLOWER ARRANGEMENT. J. T. and D. N. Arms. \$2.75.

FLOWERING SHRUBS OF CALIFORNIA. Lester Rowntree. \$3.00.

GARDEN OF GOURDS. L. H. Bailey. \$2.50.

GARDEN POOLS. Ramsey and Lawrence. \$2.50.

GARDEN MAINTENANCE. H. S. Orloff. \$2.50.

GARDENING WITH HERBS. Helen M. Fox. \$2.50.

GARDEN DICTIONARY. Norman Taylor. \$7.50.

HOME VEGETABLE GARDEN. E. M. Freeman. \$1.75.

LANDSCAPING THE HOME GROUNDS. L. W. Ramsey. \$2.00.

MODERN DAHLIAS. J. Lewis Roberts. \$2.00.

OUTDOOR LIVING ROOM. Ramsey and Lawrence. \$2.50.

PATIO GARDENS. Helen M. Fox. \$2.50.

PLANT WORLD IN FLORIDA. Dr. H. Nehrling. \$3.50.

PLANT PROPAGATION, 999 Questions Answered. Alfred C. Hottes. \$2.00.

PERENNIAL GARDENS. H. Stuart Orloff. \$1.25.

TUBEROUS ROOTED BEGONIAS AND THEIR CULTURE. George Orten. \$1.25.

TROPICAL GARDENS. Kuck and Tongg. \$3.00.

WHAT HAPPENS IN MY GARDEN. Louise Beebe Wilder. Delightful book, formerly \$3.00, for a limited time only, \$1.00.

WILDFLOWERS OF SOUTHERN CALIFORNIA. Thurston. \$4.00.

1001 QUESTIONS ANSWERED. Alfred C. Hottes. \$2.00.

Books Mailed Postpaid anywhere in the United States. Please add 3% Sales Tax if to be used within California. Books are ideal gifts for friends who like to garden.

MAIL ORDERS

Through Paul J. Howard's Mail Order Service, the choicest seeds, plants, bulbs, and garden adornments from California and world-wide sources are now made available to **your garden.**

Paul J. Howard's selects every article for Mail Orders with the same care that you would if choosing your own.

Prompt attention; careful selection; efficient packing, secure without excess weight, are rigid rules of Paul J. Howard's Mail Order Service.

FREE DELIVERY—Orders of \$1.00 or more . . . Daily to Los Angeles, Beverly Hills, Santa Monica Bay District, Hollywood, San Fernando Valley.

FREQUENT SERVICE to all points in Los Angeles County, free delivery within 40-mile radius of Los Angeles on orders of \$10.00 or more. A slight charge for orders under \$10.00.

From Santa Barbara to San Diego—Frequent delivery service at charges less than actual cost, during the Spring planting season.

PLEASE OBSERVE WHEN ORDERING

USE ORDER BLANK. Fill in carefully. The order blanks save time and prevent errors. Additional order blanks will be furnished upon request.

ALL PRICES in this catalog **subject to change without notice.**

SEEDS will be sent prepaid at catalog prices.

BULBS in quantities less than 50, are sent prepaid; orders of 50 or more bulbs, Express Collect unless 10% additional is sent for postage.

PLANTS. We recommend shipment by Express for safety. All plants are carefully packed, without excess weight, assuring their safe delivery at lowest cost for transportation. No orders for less than \$1.00, except for seeds, can be accepted.

TERMS. Cash with order, except for customers having established charge accounts.

C.O.D. No plants or perishable articles can be sent C.O.D. Seed and bulb orders should not be requested C.O.D. because of extra charges collected by the Post Office or other carrier. Cash with order saves time and money.

REMITTANCES. Send P.O. Money Order, Express Money Order, or Check. Currency should be sent by Registered Mail.

SUBSTITUTION. Please state whether substitution will be permitted, as we feel at liberty when no instructions accompany the order to substitute for varieties out of stock others which are similar, or superior. When a certain variety is selected which we feel not suited to the customer's locality or when a variety has been superceded by another which is superior we feel at liberty to substitute.

PRICES in catalog are F.O.B. Los Angeles, **subject to change without notice.**

GUARANTEE. We guarantee all plants to be in perfect condition when delivered to carrier, but accept no responsibility for the safe arrival after they have been accepted and found in good order. Should they be received in unsatisfactory condition we must be notified at once, so that proper adjustment can be made. We cannot be responsible for failures resulting from conditions beyond our control, and unless notified at time of arrival of any injury to or dissatisfaction with goods received, no adjustment can be made.

NON WARRANTY. While we exercise every care to have all stock true to name, we give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any seeds, bulbs, or plants we send out and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms they are to be at once returned and the money paid will be refunded.

SALES TAX. All residents of California, whose orders are to be delivered within California must add 3% Sales Tax to their remittance.

Example:

SALES:—	TAX:	SALES:—	TAX:
.15 to .49	.01	2.84 — 3.16	.09
.50 — .83	.02	3.17 — 3.49	.10
.84 — 1.16	.03	3.50 — 3.83	.11
1.17 — 1.49	.04	3.84 — 4.16	.12
1.50 — 1.83	.05	4.17 — 4.49	.13
1.84 — 2.16	.06	4.50 — 4.83	.14
2.17 — 2.49	.07	4.84 — 5.16	.15
2.50 — 2.83	.08		

Add 1c for each additional 33c.

PAUL J. HOWARD'S *California Flowerland*

11700 National Blvd., Los Angeles, California

—TELEPHONES—

Los Angeles—ASHley 4-2951

Santa Monica—4-2755

West Los Angeles—ARIZona 3-1171



Treasures from All Over the World

IN THE AMERICAS, Europe, Asia, Africa, Australia, and the Islands, PLANTS, SEEDS, BULBS, and a multitude of things of garden interest are being garnered for your garden and home. Plant breeders, with the tradition of many generations, spend their lives in the improvement and creation of new types of their favorite subjects, an endeavor that is so rooted in the hearts of mankind that hardships of wartimes cannot abate it.

Plant explorers, inspired with the love of beautiful growing things, brave the hardships and dangers of remote and scarcely inhabited lands, to bring to us flowers, vines, trees and shrubs hitherto uncultivated.

A wealth of new things, brought in by our explorer from the highlands of Central America last spring is now being tested and propagated on our grounds. Announcement of release of these new plants will be sent to anyone interested in obtaining the first ones for the garden.

PAUL J. HOWARD'S *California Flowerland*

11700 National Blvd., Los Angeles, California

(See Map on back cover)

TELEPHONES

From Los Angeles—ASHley 4-2951 ▪ From West Los Angeles—ARizona 3-1171
From Santa Monica—Dial 4-2755

MOST varied and beautiful display of Horticultural Treasures in America. Forty acres devoted to the introduction, creation and propagation of the finest in plant life. Under the great American Flag is our "Garden of a Thousand Roses." Seasonal flowers fill vast beds for display and for production of Seeds and Plants for your garden. An amazing exhibit fills our beautiful store — vases, jardinières, figures — in pottery, china, metal, and glass, and gift articles from all over the world.



Open cover flat for full airplane view

PAUL J. HOWARD'S
California Flowerland
 11700 NATIONAL BLVD.
 Los Angeles

